

# The American Perfumer and Essential Oil Review

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American Can Company  
NEW YORK



# DEEPER SIGNIFICANCE

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There is no question but that intelligent buyers of Otto of Rose realize the desirability, even the necessity of purchasing on the basis of quality, not price. For this reason it is superfluous to mention except

incidentally that Botu Pappazoglou's Otto of Rose d'Or has been the standard for three generations and that OTTO OF ROSE D'OR has provably deeper significance than the mere words Otto of Rose.

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# The American Perfumer

## and Essential Oil Review

Registered in U. S. Patent Office.

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.  
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

TWO DOLLARS A YEAR.  
TWENTY-FIVE CENTS A COPY.

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#### TRADE BODIES JOIN IN FIGHT TO HALT DRY FORCES AT WASHINGTON

Some of the most important trade bodies in the country have taken issue with the bone-dry prohibitionists in their campaign further to encroach upon the legitimate users of alcohol in the industries, as well as otherwise. Both the American Manufacturers of Toilet Articles and the National Wholesale Druggists' Association have passed ringing resolutions approving the course of Secretary of the Treasury Mellon and Internal Revenue Commissioner Blair in their handling of Volstead law matters and at the same time in accusing the Prohibition Unit of having "failed to administer the prohibition laws efficiently and honestly."

Strong protest also is voiced against the Ernst-Wood Bill to make the Prohibition Chief an independent autocrat, subject, as are Cabinet officers, only to the President. The President naturally would be unable personally to supervise the Prohibition Commissioner's numerous activities and the latter would practically be an absolute czar. The need of a curb on this functionary, as exercised by Commissioner Blair and Secretary Mellon, has been found not only necessary but a life-saver for the industries employing alcohol legitimately. The text of the resolutions will be found in our Washington Correspondence on page 395.

After nearly four years of bone-dry prohibition the movement for putting temperance on a safe and sane basis which can be enforced seems to be spreading. Business organizations, as well as other assemblages, have been debating the whole subject, and the consensus seems to be that the Volstead Law far exceeds the Eighteenth Amendment's language or intent and that Congress should act to make the enforcement law agree with conditions that will end the growing disrespect for laws generally. Significant of this feeling was the recent action of the Chamber of Commerce of the State of New York, which declared by an overwhelming vote for a revision and modification of the Volstead Act "so as to conform more nearly with public sentiment and on lines that are more reasonable, just and practicable."

That the prohibitionists are alive to the danger of their bone-dry legislation was shown in the recent conference held by them in Washington. Nothing new was developed except a purpose to try to make the Volstead Act more drastic and a gratuitous insult to the President of the United States in a demand that he sign a teetotal pledge and an-

nounce the fact to the nation. On the other hand, the anti-prohibitionists are preparing for an aggressive fight.

The general situation is one of encouragement to our industries, which ought not only to be able to defeat further drastic encroachments on their rights, but should be able to get more relief from present redtape restrictions than even is promised by the new revision of Regulations 60, effected through the Alcohol Trade Advisory Committee, for the appointment of which the entire business world is giving great credit to Commissioner Blair and Secretary of the Treasury Mellon. It is matter of congratulation that with the law as it is these two fair and fearless officials have been in a position to protect legitimate industries to a considerable extent from fanaticism.

On the eve of the conference of Governors with the President at the White House, (Oct. 20) the Alcohol Trade Advisory Committee issued a 25-page statement and elaborate chart making recommendations in connection with the enforcement of prohibition and going fully into the merits of the situation as affecting legitimate users of alcohol. The recommendations are similar to those approved by the American Chemical Society and other organizations, having been printed in our previous issues. Briefly the recommendations are:

1. As alcohol is admittedly a basic chemical essential to our national defense, economic and industrial development, believers in true law enforcement should make certain that the law is administered as provided and intended by Congress.

2. Vesting administration of the law in a Prohibition Commissioner not equipped with technical training was illegal by implication, illogical, economically impracticable and should be forthwith corrected. The Internal Revenue Commissioner should designate a Deputy Commissioner of Internal Revenue, or appoint an Industrial Alcohol Commissioner to administer the non-beverage trade. This agency can co-ordinate with the Prohibition Commissioner. Only a change in Regulations 60 is needed to put this plan into effect.

3. The committee pledges its aid in every way to such an official, as well as that of the industries.

The White House Conference, however, took no action on the proposal. The Governors heard President Coolidge and several officials make pleas for co-operation in the enforcement of the Volstead Law. As to the effect of the conference on industrial alcohol the situation seems unchanged. Regarding prohibition otherwise the honors were even between wets and drys. President Coolidge took no sides with the drys who demand the Ernst-Wood Bill, nor did he encourage the modificationists. He simply took the ground that it was the duty of all Executives to enforce all laws. It was a straightforward, impartial and dignified presentation of the law, without reference to popular sentiment or the legislative possibilities. He ignored the prohibition demand that he take personal control of enforcing the Volstead Act and argued that the question was a matter for joint Federal and State participation, in which both must do their share.

The conference disbanded on a "Catch your trains" suggestion soon after two of the Governors spoke on the necessity of modifying the law. The President's policy to avoid discussions of matters likely to be the subjects of Congress action was carried out. There was no indication of his views as to changes in the present law. His attitude was very disappointing to extreme wets and to fanatical drys, but will be approved by the great mass of good citizens, both in and out of business.

### A TRITE TRUTH TERSELY TOLD

(By JOHN BARRETT)

*The Fellow Who Tries to Attract Business without Advertising, Is Like the Fellow Who Throws His Sweetheart a Silent Kiss in the Dark. He Knows What He Is Doing, but Nobody Else Does.*

### SPECIALTY MEN ANNOUNCE ETHICS CODE AND DECLARATION OF BELIEF

"WHATEVER YE WOULD THAT MEN SHOULD DO TO YOU, DO YE EVEN SO TO THEM."

This is No. 4 of the "Declaration of Belief" of the American Specialty Manufacturers' Association at their recent Minneapolis convention. It is a fine principle for the guidance of everybody, both in and out of business. The complete declaration is too long to repeat, but the essence of the Creed is given in the report of the convention on other pages. The Code of Ethics there set forth appertains in part only to some of our industries, but it is worth while reading and it offers suggestions for practical progressive manufacturers and others in our clientele who may have overlooked some of the matters mentioned in some items of the presentment. All do not apply to all of our readers, but without doubt some of the suggestions may be profitably acted upon by some of them.

### IMPORTANT NOTICE TO FOREIGN SHIPPERS OF GOODS BY MAIL TO U. S.

Everybody in foreign countries shipping goods to the United States by parcel post, or otherwise by mail, is advised that new and drastic regulations go into effect on November 1. Among the new rules issued jointly by the Treasury and Post Office departments is one that requires all sealed packages containing merchandise to be plainly marked: "May be opened for customs purposes before delivery to addressee." Packages not so marked will be returned at once to the country of origin; those apparently tainted with attempted fraud will be confiscated. Packages must contain accurate invoices of the contents, and if the articles are intended for resale, definite statements of their value must be included. Correspondence must not be enclosed in the same package with merchandise.

Revision of the regulations was made necessary by the "enormous increase" in imports coming by mail, and particularly by parcels post, and consequent delays under the present rules at important ports. To reduce congestion, the number of customs officers stationed at interior points authorized to make examinations will be increased.

### EXCISE TAX ON EXPORT SALES VOID

American Manufacturers of Toilet Articles has issued a bulletin regarding a decision of the United States Supreme Court in the Spalding case. The court held that the excise tax on articles sold for export cannot be collected by the Government even if the goods are invoiced first to an American agent or firm, provided it is only a step in the regular routine of sending the goods abroad, but due diligence must be observed. Immunity would not follow if the goods should be sold to an American firm and then some months later should be exported. Claims can be made for refunds in instances similar to the Spalding case.

## FOREIGN INVASION SLOWS UP—OUR EXPORTS GROW STEADILY

Frequently the newspapers print articles which are heralded as "romances of trade," but we never see anything about the "fascination" of watching the growth of the world's perfumery industry, especially as it affects America. Even the recent German sortie into our domains failed to interest the newspaper statisticians, so thoroughly engulfed are they in balances of trade and minute variations of a month or two in exports and imports. Even the French invasion of the American field never has interested them, despite its alluring phases, for figures can tell fascinating tales only to persons with some higher intelligence and perspective than delvers who seek only the sordid balance of business as between nations. For that reason we have frequently set forth import and export trade matters in a form not only covering monthly parts, but with figures for much longer periods and comparisons for two or three years.

In recent issues we have completely covered our foreign trade to the end of the fiscal year. Now we have from the Department of Commerce full reports for July and August, with the details for the eight months ending September 1, the summary giving a better idea of the general trend than each month's figures.

First as the French invasion: There is no secret about the fact that French manufacturers have been establishing American plants, in doing which they become competitors on fairly normal terms, so perhaps the decrease of \$975,686 in the last eight months period is not remarkable.

Imports	July, 1923		Aug., 1923		8 Months Ending Aug. 31,
	July, 1923	Aug., 1923	July, 1923	Aug., 1923	
Perfumery, including cologne.....	106,958	183,547	1,500,885		
Bay rum, toilet and floral waters..	5,578	1,898	37,414		
Perfume materials .....	269,792	141,077	1,674,071		
Cosmetics, powders, creams, etc.....	93,932	49,916	401,719		
Totals for 1923.....	\$476,260	376,438	\$3,614,089		
Totals same periods 1922.....	\$541,613	\$538,247	\$4,589,775		
Totals same periods 1921.....	\$370,522	\$393,078	\$3,041,991		

Shift now to imports of essential oils which are used by all of our manufacturers in America. The table below gives July and August details, but the major matter is the comparison for the recent eight months. This shows a gain of only \$448,349 over 1922, but an advance of \$1,522,654 over the similar period in 1921. It is easy to see that there has been an enormous increase in imports, but the great growth of the American perfumery industry probably has absorbed the bulk of the additional supplies of oils. However, the figures are of more than passing interest:

1923	1923		8 Months Ending Aug. 31		1922	1923
	July	August	July	August		
Essential and distilled oils:						
Bergamot .....	\$3,172	\$16,685	.....	.....	\$209,661	
Citronella and lemongrass..	83,883	21,134	.....	.....	517,270	
Lavender .....	18,147	14,333	.....	.....	287,089	
Lemon .....	22,079	21,630	\$361,109	199,371		
Orange .....	41,671	17,447	.....	.....	328,330	
All others .....	295,248	206,143	3,097,872	2,375,609		
Totals .....	\$464,200	\$297,372	\$3,458,981	\$3,917,330		
Total for 1921.....	.....	.....	.....	.....	\$2,594,676	

<sup>1</sup> Separate classifications did not begin until Sept. 22, 1922.

American exports naturally are next in line. On essential oils for the eight months they were valued at \$572,510, as against \$541,290 in the year ago period. In August:

## OUR ADVERTISERS

MOHAN & COMPANY, INC.,  
Labor and Material Saving Machines,  
44 East 23rd St., New York

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,  
14 Cliff Street, New York, N. Y.

Gentlemen: We take pleasure in confirming here-with our statement made to you that due to our advertisements in your publication we have received inquiries from Jerusalem, Mexico, South America, Canada, Great Britain, Porto Rico, Australia, in addition to a number of valuable leads here in the States.

This is very gratifying to us and we assure you that we will be only too pleased to continue our advertisement in your publication and increase the space wherever we can.

We hope it will please you to have this information and we have no hesitation in permitting you to use this letter as you see fit. Yours very truly,

MOHAN & COMPANY, INC.,  
CHAS. S. WAGNER, Secretary and Treasurer.

Peppermint, \$26,030; others, \$48,436; total of \$74,466. This is \$12,000 above July.

Exports of perfumes and toilet preparations have been gaining handsomely, as naturally they should, both at home and abroad. For the eight months up to September 1 the totals show the progress as follows:

1921, \$3,041,991; 1922, \$4,589,775; 1923, \$4,699,487.

This table shows the segregation of these exports:

	Exports:	July, 1923	Aug., 1923	8 Month to Sept. 1, 1923
Perfumery and toilet waters.....		\$34,220	\$42,943	\$367,678
Talcum and other toilet powders..		173,300	142,630	1,168,560
Creams, rouges and other cosmetics		89,130	103,639	707,983
Dentifrices .....		282,631	198,469	1,724,790
Other toilet preparations.....		111,904	94,137	730,476
Totals .....		\$691,185	\$581,818	\$4,699,487

Talc is a commodity much used in our trades. For the eight months up to September 1, 1923, the imports were valued at \$306,563, against \$245,672 previously.

Soap exports and imports will be found in our SOAP SECTION and vanilla beans and flavorings are covered in our FLAVORING EXTRACT SECTION.

## FIRE WASTE MILLIONS HIGHER

The losses by fire in the United States and Canada in September, according to the *Journal of Commerce*, reached a total of \$28,738,500 which is \$4,000,000 greater than the total for August. This announcement was made during Fire Prevention Week which called attention throughout the country to the need for precautions to minimize such enormous losses by fire. The figures emphasize the absolute necessity for the creation of public sentiment which will enforce precautions against such needless and senseless waste.

## BANK SEES BRIGHT BUSINESS AHEAD

Good business is assured throughout the remainder of the year and is likely to continue beyond 1923, according to the National City Bank. The bank says that the trend of developments and opinion support this view. No such outbursts of activity as characterized the markets last spring are expected. The bank says there were 953 wage increases, against three reductions, in the United States from March 15 to September 14.

**A REAL TRAGEDY OF MODERN SCIENCE**

Little attention has been given in the public press, or otherwise to the unfortunate death of four experimenters working in the automotive laboratories of the United States Bureau of Standards recently, but Secretary Hoover pays this tribute to these victims of what might be characterized of the general trend to eclipse the efforts of the ancient alchemists:

"These men were martyrs to the experimental work through which science finds its advances toward public usefulness. They have given the supreme sacrifice in public service."

There may be none of our readers who are not dependent more or less on automobiles; many of them have fleets of motors. It was for their benefit that the automotive experiments were being conducted, to increase the usefulness and reduce the cost of operation. The danger and the tragic end of the experimenters is best briefly shown by the statement that the tests had twice been made successfully the same day and then, as *Chemical & Metallurgical Engineering* well expresses it:

"Apparently in this case it was only an unusual combination of circumstances that afforded an explosive mixture and simultaneously a source of ignition."

"Nature is most reluctant to give up her secrets, and investigators and executives in responsible charge of research are constantly confronted with the fact that almost all types of engineering and chemical research are attended by a certain measure of hazard."

A German shell in the World War could not have more effectively destroyed the lives of four Americans than did the unexplained blast that killed the four experimenters who were working in peaceful efforts to improve conditions for all users of automobiles, motor trucks and other automotive power. It teaches the lesson that progress in scientific development of our industries is a serious game, which is only appreciated by the men who have delved in chemistry and have some idea of the danger of seeking the still hidden marvels of Dame Nature.

**"WHAT ABOUT TALC?" IS TRADE INQUIRY**

Talc probably is one of the most modest of our trade essentials in the census reports and in the voluminous statistics that are issued regularly by the Department of Commerce. The census does not come even once a year, but the officials at Washington tell us something about talc quite often and the general results are printed from time to time in *THE AMERICAN PERFUMER*. In the monthly Government trade reports talc occupies one line among many thousands of lines and persons interested must hunt up "Group 5, Non-metallic Minerals," pass over diamonds, pearls and pyrites to find talc, which is sandwiched between sulphuret of iron and salt, with graphite soon after as an antidote.

"What about talc? Why do you not print something about the talc industry?" is an inquiry from a subscriber which prompts the response that we do print all there is in a news way about the industry. Sometimes the talc end gets tied to the tail of other industries. In our May issue and in some others on foreign and domestic trade the talc end has been assembled with the other raw materials. In July (page 242) we printed a review of Bulletin 213, of the Department of the Interior's Bureau of Mines, on "Talc and Soapstone: Their Mining, Milling Products and Uses." This bulletin of 133 pages is available for the use of our inquirer, or others interested. It is by Raymond B. Ladoo, a

**HOOVER FORESEES MANY MARVELS**

(From the Message of Herbert Hoover, Secretary of Commerce, to the American Chemical Society.)

No human person can evaluate the contribution of the science of chemistry to the advancement of civilization. The enormous advance in standards of living, the greater margins of comfort, the lessening of physical exertion required to attain these things, the relief of suffering, the extension of health and life, have all received the most vital contributions by the applied sciences of chemistry.

Discovery and invention are now no longer the function of the garret genius. They are the result of deliberate organized exploration by our men of pure science. New discoveries and their application will come faster and more securely than ever before; and I believe the next half century will be greater in its triumphs of science and in their contribution to human welfare than even the last 50 years—for we are better trained, better organized, better equipped for discovery than ever before.

mineral technologist of superior qualifications, who is in the Bureau of Mines.

The census and other figures about domestic talc production are given periodically and repetition is not necessary, for the mere statement that the American talc producing industry is increasing phenomenally is enough. But how about the competition of foreign talc? One of our editors has followed the green chalk line (as if in a New York subway) through the one line item in the Government import statistics for a whole year and finds figures by months to be as follows:

Fiscal year ending June 30, 1923: July, 1922, \$16,000; August, \$37,344; September, \$32,582; October, \$45,295; November, \$12,827; December, \$34,953; January, 1923, \$40,707; February, \$32,335; March, \$33,586; April, \$29,700; May, \$40,176; June, \$54,283. The total for the fiscal year is \$418,706, as against \$336,439 for the previous period ending June 30, 1922. The increase is just about what might be called a normal growth. Its percentage is far less than that of the output of domestic talc, which is riding along to new superior records in the industry.

**Mr. Ungerer's Grasse Orphans Puzzle Columnist**

(From "The Canning Tower," New York World, Sept. 28, 1923.)

**WHAT'S A GRASSE ORPHAN?**

(From the *American Perfumer*.)

At Grasse, where Mr. Ungerer spent much time, he received the highest honors from the municipality as an expression of the gratitude felt for his philanthropic endeavor in raising funds for the Grasse widows and orphans of the World War.

Simple: The seed of a Grasse widow!

More cunning and less conning in the Tower would help.

**How Mark Twain's Spider Sought a Home**

Mark Twain in his early days worked on a Missouri newspaper. A superstitious subscriber wrote in, saying that he had found a spider in his paper, and asked whether that was a sign of good or bad luck. The humorist wrote this answer and printed it:

"Old Subscriber: Finding a spider in your paper was neither good nor bad luck for you. The spider was merely looking over our paper to see which merchant is not advertising so that he can go to that store, spin his web across the door, and live a life of undisturbed peace ever afterwards."—*Goodrich Druggist*.

## A. M. T. A. AND N. W. D. A. MAKE APPEAL TO THE PRESIDENT IN FIGHTING FANATICISM IN ALCOHOL CONTROL

Both National Organizations Endorse Secretary Mellon and Commissioner Blair, But Censure Their Subordinates—Regulations 60 Further Delayed—Drys on the Defensive, But Strident.

WASHINGTON, Oct. 18.—Resolutions made public by the Executive Board of the American Manufacturers of Toilet Articles declare that attacks upon Secretary of the Treasury Mellon and Commissioner of Internal Revenue Blair in connection with prohibition enforcement are part of the propaganda in favor of the Ernst-Wood bill.

Copies of the resolutions have been transmitted to Secretary Mellon, Commissioner Blair and to President Coolidge.

The resolutions together with somewhat similar resolutions adopted at the annual convention of the National Wholesale Druggists' Association at Cleveland disclose a purpose of the legitimate alcohol using industries to join forces in a determined fight against the Ernst-Wood bill which would create a prohibition bureau independent of the Internal Revenue Bureau and the Treasury Department and responsible only to the President.

In this connection the resolutions of the citizenship conference held in Washington urging that the President assume direct responsibility for prohibition enforcement are regarded as part of the movement in favor of the Ernst-Wood bill.

### Mellon and Blair Fully Endorsed

The resolutions of the Executive Board of the American Manufacturers of Toilet Articles are as follows:

"Whereas, attempts are now being made by certain opponents of Commissioner of Internal Revenue Blair and Secretary of the Treasury Mellon to discredit their administration of their high offices by published attacks upon them for the obvious purpose of shielding from public criticism certain of their subordinates in the Prohibition Unit who have failed to administer the prohibition laws efficiently; and

"Whereas, these attacks upon Commissioner Blair and Secretary Mellon are also designed, in our opinion, to advance the position of the so-called Ernst-Wood bill, making the Prohibition Commissioner independent of all authority except that of the President of the United States who, under no circumstances, could give personal attention to the details of prohibition enforcement; and

"Whereas, Commissioner of Internal Revenue Blair has manifested an intelligent consideration for legitimate users of alcohol for industrial purposes, especially in the appointment of the so-called Alcohol Trades Advisory Committee and in the revocation of drastic and unnecessary regulations that would have imposed intolerable burdens upon the members of the American Manufacturers of Toilet Articles and other industrial users of alcohol; therefore be it

"Resolved, that the Board of Directors of the American Manufacturers of Toilet Articles takes this occasion to record an expression of its confidence in the integrity and ability of Commissioner Blair and Secretary Mellon and to acknowledge the timely and intelligent assistance rendered by them to the trades employing alcohol as an essential chemical raw material; and be it further

"Resolved, that copies of these resolutions be transmitted by the Secretary of the Association to Commissioner Blair, Secretary Mellon and to the President of the United States."

### Wholesale Druggists Act Unanimously

The resolutions of the National Wholesale Druggists' Association also have been transmitted to Secretary Mellon, Commissioner Blair and to President Coolidge. These reso-

lutions were adopted by acclamation at the Cleveland convention upon the unanimous recommendation of the Board of Control of the association. The text of the resolutions follows:

"Whereas, concerted attacks have recently been made upon Secretary of the Treasury Mellon, and Internal Revenue Commissioner Blair, charging them with responsibility for the failure of prohibition enforcement on the ground that they have interfered with the prohibition commissioner in the discharge of his duties; and

"Whereas, it is further alleged that it is necessary that the prohibition commissioner, in order that he may function efficiently, shall be relieved of all supervision by a bureau or departmental head, thus making him an absolute autocrat of the industries which depend upon alcohol as an essential raw material; and

"Whereas, these attacks upon the Secretary of the Treasury and Commissioner of Internal Revenue are in line with propaganda in the interest of the so-called Ernst-Wood bill, creating a prohibition bureau independent of all departmental control and clothing the prohibition commissioner with autocratic powers; and

"Whereas, the supervision of the prohibition bureau by the Commissioner of Internal Revenue and the Secretary of the Treasury has proven most salutary in the interest of legitimate industry and especially in the rescinding by the Commissioner of Internal Revenue of numerous drastic and unnecessary regulations most injurious to users of industrial alcohol and in the appointment of the Alcohol Trades Advisory Committee now functioning so successfully; therefore be it,

"Resolved: That the National Wholesale Druggists' Association, in annual convention assembled, hereby endorses the action of the Commissioner of Internal Revenue in coming to the relief of legitimate industry by revoking the harmful and unnecessary regulations referred to and especially by the appointment of the Alcohol Trades Advisory Committee; and be it further

"Resolved, that we hereby record our unalterable opposition to the enactment of the Ernst-Wood bill and pledge this association to employ all legitimate means at our command to prevent its passage by the Congress of the United States; and be it further

"Resolved, that copies of these resolutions be forwarded to the Commissioner of Internal Revenue, the Secretary of the Treasury and the President of the United States."

### More Delay for Regulations 60

The latest information is that revised Regulations 60 relating to alcohol are not likely to be made effective before January 1, according to present indications. The Alcohol Trades Advisory Committee considered the tentative draft of the regulations at a two days' session on October 3 and 4. A further meeting of the subcommittee of the Advisory Committee was held on October 15. The recommendations of the Advisory Committee are in the hands of the officials of the Prohibition Unit and when all the suggested changes have been acted upon and the document is finally completed announcement will be made of the effective date.

The revised regulations will make a printed book of about 200 pages and accordingly the work of going over the different sections has been a huge task. Nearly 150 changes in the tentative regulations were suggested during the two days' session on October 3 and 4. If these suggestions are accepted the representatives of the alcohol using trades believe that the new regulations will be vastly better than those now in effect. In any event a considerable improvement in conditions is in prospect.

The full committee was in attendance at the meeting early this month. Also in attendance were the members of the subcommittee, some of whom are not members of the full

committee, the subcommittee being composed chiefly of Washington representatives of the different interested organizations.

#### Changes Finally Put Up to Prohibition Unit

The full committee completed its work at the October 3 and 4 meeting and authorized the subcommittee to perfect the suggested changes and present arguments for them at conferences with officials of the Prohibition Unit. The meeting held on October 15 was of the subcommittee, which finally polished up the language of various sections which have been a subject of discussion.

Changes especially desired by wholesale and retail druggists were placed before officials of the Prohibition Unit by W. L. Crouse on behalf of the wholesalers and Samuel C. Henry on behalf of the retailers. Further conferences of this character will take place before the completed draft of the regulations goes to the printer.

It is assumed that another month may be required before the regulations are finally approved by Commissioner of Internal Revenue David H. Blair. If advance notice is given to the alcohol using trades it is likely to be January 1 before the revised regulations become effective.

The alcohol using industries are somewhat interested in the conference of governors which has been invited by President Coolidge following the annual governors' conference at West Baden, Indiana. The conference to be held in Washington will relate to enforcement of immigration, naturalization, narcotic laws, and prohibition laws. It is assumed that in the discussions of the prohibition law questions relating to the legitimate use of alcohol may come up and accordingly the representatives of the various trade organizations are keeping close watch of the proceedings.

#### Trade Interests Not in Governor's Conference

It was suggested to President Coolidge by Samuel C. Henry, as president of the National Drug Trade Conference, that representatives of the alcohol using industries might properly be invited to participate in his governors' conference, but so far the suggestion has been treated with silence.

The Alcohol Trades Advisory Committee is preparing a statement for release in the Saturday morning papers condemning the Ernst-Wood bill and dealing with other alcohol matters. It is intended for the information of the governors' conference at the White House in which it is expected the advocates of the Ernst-Wood bill will try to spread propaganda in favor of the scheme to make the prohibition commission an autocrat.

Wayne B. Wheeler, general counsel of the Anti-Saloon League, has taken occasion to defend the regulations applying to industrial alcohol in replying to criticisms made by E. C. Brokmeyer, of the National Association of Retail Druggists. Mr. Brokmeyer at the annual convention of the retail druggists at Boston had made an attack upon the administration of prohibition laws and had referred to the Anti-Saloon League. Mr. Wheeler in reply sought to give the impression that critics of prohibition enforcement officials were in league with bootleggers.

"The insinuation by Mr. Brokmeyer, of the National Retail Druggists' Association, that the Anti-Saloon League had pledged the delegation from Ohio to the President in order that the Prohibition Unit might administer the prohibition laws regardless of the limitations in the Federal Constitution, is both false and ridiculous," said Mr. Wheeler.

"Mr. Brokmeyer's opposition to prohibition unwittingly colors his judgment about the enforcement of the law and the regulations which are needed to prevent alcohol from being diverted to beverage uses. If any of these regulations are unwarranted and unauthorized, the trade has at least three opportunities to have them revised or set aside. Ample provision is made for a review of every regulation in a court of equity of the complainant's choice. The question can also be raised in the criminal court in case of any prosecution, and a review is always open before the Internal Revenue Commissioner and the head of the Treasury Department."

#### New Rules for Renewal of Permits

The Prohibition Commissioner has issued instructions con-

cerning the renewal of permits for taxfree alcohol as follows:

"Under the provisions of Regulations No. 61, issued pursuant to Title III of the National Prohibition Act of October 28, 1919, permits granted for taxfree alcohol on Form 1447 expire on the thirty-first day of December of the calendar year in which issued. Therefore, persons holding permits on Form 1447, issued for the calendar year 1923, who wish to procure taxfree alcohol for use during the ensuing year or who carry over to the ensuing year alcohol *procured during the present year, should*, as required by Article 76 of said Regulations, file applications for renewal permits. In order to facilitate the issuance of renewal permits, applications should be filed as far in advance of December 31, 1923, as may be practicable.

"The spaces in the upper right-hand corner of the copies should not be filled in by applicants or the collectors.

"Applications should be submitted in quintuplicate in order that one copy may be available for transportation purposes, and each copy should be an exact duplicate of the original. All signatures should be made with ink.

"Applications for renewal permits should be prepared in the same manner as described in Pro-Circular, Coll. 285, issued October 4, 1922.

"Care should be exercised to see that the jurat is properly executed on all copies of applications, and that each copy is properly and completely executed before being forwarded for final approval.

"New bonds are not required with renewal applications, where the bonds previously filed are in sufficient penal sum to cover the needs of the applicants and the security afforded thereby has not become in any way impaired."

#### Industrial Alcohol Transfer Stamps

Instructions relating to industrial alcohol transfer stamps have been issued by the Internal Revenue Bureau as follows:

"On and after October 1, 1923, an engraved industrial alcohol transfer stamp will be used in lieu of Transfer Certificate, Form 1446, on packages and tank cars of alcohol transferred in bond from one industrial alcohol bonded warehouse to another; from an industrial alcohol bonded warehouse to a denaturing plant on other premises; from an industrial alcohol plant not having a bonded warehouse to a denaturing plant on other premises; and from one denaturing plant to another. Each stamp has been provided with a stub or counterpart to be filled in with the same data as the stamp and they will be bound in books of 400 stamps each.

"These stamps will be furnished to Collectors of Internal Revenue, who will issue and forward them to the officer in charge of the warehouse or plant as required. The officer will sign each stamp and affix same to the head of the package for which issued, if the shipment is to be made in barrels or metal drums. If the alcohol is to be shipped in a tank car the stamp must be affixed in a conspicuous place near the marks showing the capacity of the car. The stamps must be securely affixed with the use of good quality, strong glue or paste and if the alcohol is contained in a wooden barrel a tack must also be driven through each corner of the stamp. The stamp, having been so affixed, must immediately be canceled. For this purpose the officer will use a stencil plate of brass or copper, in which will be cut at least three parallel waved lines, long enough to extend above and below the stamp on the package or tank car; and the name of the officer will be cut on one end of the plate and his title and district on the other end, perpendicular to the lines. This plate must be imprinted with durable coloring material, over and across the stamp, as indicated, and the stencil set so as to bring the three parallel waved lines across the stamp at such points as will least obscure the reading. The stamp will then be covered with a coating of transparent varnish.

"Collectors of Internal Revenue may, when they deem it necessary for the proper conduct of the business, intrust to the officer in charge of an industrial alcohol bonded warehouse, industrial alcohol plant or denaturing plant, one or more books of industrial alcohol transfer stamps. Where books of stamps are so intrusted to an officer, he will be required to keep the same continuously in his immediate possession, and when not in actual use the book must be

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## TARIFF BOARD TAKES UP THYMOl: OIL INQUIRY DRAGS

Federal Trade Board's Charges Against Warner & Co. Denied—Smoot Sees Lower Taxes Far Off and Expects Bonus to Pass—Vanity Boxes Imported from Germany Are Penalized.

WASHINGTON, October 18.—Members of the Tariff Commission have held further conferences with President Coolidge. The conferences, however, merely related to the general situation affecting tariff matters and there was no occasion for the President to take action on specific matters. In general, the President has continued to show evidences that he will pursue a conservative policy and will order no changes in duties except in urgent cases.

Among hearings set for investigations under the flexible tariff are one on oxalic acid on November 5, another on diethyl barbituric acid and derivatives on November 7, one on barium dioxide on November 9, on logwood extract on November 12, and on potassium chlorate on November 14.

The Tariff Commission has held its first hearing in a case involving unfair methods of competition or unfair acts in the importation of articles into the United States. Because of the fact that this was the first case to come up under this section of the tariff law, it attracted more general interest among those concerned with tariff questions than might otherwise have been the case. The case was based on accusations by domestic manufacturers of briar wood pipes that cheap pipes of this character are being imported and sold for less than the foreign cost of production.

### Charges Made of Dumping Goods

The investigation was ordered by the commission several months ago under Section 316 of the tariff which authorizes the President to impose an additional duty equal to from ten to fifty per cent of the value of the article when unfair methods of competition are found to be practiced which tend to destroy or substantially injure a domestic industry. Witnesses presenting the domestic manufacturers took the stand and presented data indicating that the foreign manufacturers are seeking to injure them by dumping cheap products at ruinous prices while at the same time making large profits on high grade pipes. Representatives of the importers contended that they are not guilty of unfair practices and that they are making a profit on the cheap grades of pipes in question. They said they knew nothing about whether or not the foreign manufacturers are losing money on these particular pipes.

### Vegetable Oil Duties Inquiry Drags

The Tariff Commission at recent sessions has considered pending applications for investigations into duties on various vegetable oils filed by the Bureau of Raw Materials for American Vegetable Oils and Fats Industries. The commission several months ago ordered an investigation into duties on linseed oil but deferred action on other vegetable oils. These have been a subject of controversy, the soap manufacturers desiring a decrease in duty but agricultural interests protesting against it. There has been opposition, it is understood, within the commission against ordering these inquiries.

### Inquiry to Be Made on Thymol Costs

The Tariff Commission has commenced to ascertain costs of production of thymol. The commission several weeks ago ordered an investigation of duties on this commodity under its general powers. Whether the investigation will be extended under Section 315 of the Tariff Act of 1922, which is the flexible provision, will depend upon future developments. It will be unnecessary to hold public hearings unless the investigation is ordered under the flexible provision of the law.

Frank Talbot of the chemical section of the Tariff Commission is in charge of the field work in connection with

thymol. Cost sheets have been sent to the two companies manufacturing the product, the Orbis Products Trading Co., of New York, and the Verona Chemical Co., of Newark, N. J. Both of these companies are seeking an increase in duty. The present duty is 35 per cent as against 25 per cent in former laws. Thymol is used in tooth paste and in medicinals. The domestic manufacturers complain against German competition, stating that the German product is being offered in this country at less than the domestic cost of production. The American manufacturers make thymol from ajowan seed, which is imported from India.

The Tariff Commission has held a number of hearings during recent weeks, but thus far has presented no recommendations for changes in duties to President Coolidge. Several of the inquiries under the flexible tariff have reached a stage where final action can be taken by the commission at any time. It would not be surprising, however, if none of the investigations which are farthest advanced result in changes in duties.

### Mennen Case Precedent Again Attacked

The question of the right of a retailer or a retailers' organization to buy at so-called "wholesale" prices has been reopened by Solicitor-General Beck of the United States. Mr. Beck has petitioned the United States Supreme Court to reverse the appellate bench judgment in the Raymond Brothers-Clark Company case, which denied such rights. Although the Supreme Court has refused to review the similar judgment in the Mennen sale Solicitor Beck makes this plea:

"The public is entitled to any benefits which may be derived from a direct method of distribution by manufacturers or producers to retailers, the petitioners said, and if a jobber should prevent a chain of retail stores from purchasing from manufacturers and coerce manufacturers from distributing their products direct to the retailer by threats of the withdrawal of patronage or by other similar means, it is submitted that such practices constitute an unfair method of competition within the interest of the provisions of Section 5 of the Federal Trade Commission Act."

It is not believed in well-informed legal circles that the Supreme Court will recede from its dictum in the Mennen case.

### Warner & Co. Denies Federal Trade Charge

William H. Warner & Co., Inc., has filed its formal answer to the complaint of the Federal Trade Commission alleging price discrimination as between wholesalers and retailers. The issue in the case, as the company presents it, appears to be similar to that in the Mennen case.

The Warner company "admits that in the course and conduct of its business for more than two years prior to the service of the complaint it employed a policy or plan by which it established two scales of prices designated by it respectively, jobbers' (or wholesale) prices and retailers' (or retail) prices, and that said jobbers' prices were lower and carried greater discounts and allowances than said retailers' prices"; but the respondent denies that such acts constitute violation of either the Federal Trade Commission Act or the Clayton Act.

In the answer the company also denies that it is now or has been engaged in the manufacture of patent medicines and drug specialties. The answer concludes with a prayer that the complaint be dismissed.

### Bonus Sure, Says Smoot; Tax Revision Far Off

Revision of the revenue law should be deferred until figures on tax receipts based on the business of the year 1923 are available, Senator Smoot, of Utah, who will be the Chairman of the Senate Finance Committee, said upon his return to Washington. Inasmuch as taxes based on earnings of 1923 will be paid into the Treasury in installments throughout the year 1924, it is his opinion that re-

vision should not be undertaken until the session of Congress commencing in December of that year.

The only amendments to the revenue law the coming session, Senator Smoot said, are those which will be necessary in connection with soldiers' bonus legislation. He reiterated his opinion that the soldiers' bonus bill will be passed and that it will be enacted into law over the President's veto if President Coolidge should choose to veto it.

#### German Vanity Boxes Penalized on Markings

The Treasury Department is watching closely for violations of the law requiring the country of origin to be marked in a "conspicuous" position on imported commodities. Instructions have been issued the collector at Portland, Me., to assess 10 per cent additional duty as a penalty for failure of a shipment of vanity boxes made in Germany to bear the stamp so it may be seen immediately.

While a number of requests have reached the department to check up on alleged violations of the marking law and the special agency division is alert, it was reported here some weeks ago that importers generally were glad to have the foreign stamp on their merchandise conspicuously because of the apparent disposition of many persons to prefer a foreign article to its domestic counterpart.

The letter to the Portland collector regarding the vanity boxes is typical of the action taken in such cases by the Treasury Department. This letter follows:

"The department has received from the Customs Information Exchange at New York through the Special Agency service a sample vanity box representative of an importation from Germany entered at your port under number 70084.

"This sample case is not marked to indicate the country of origin as required by section 304 of the tariff act. The word 'Germany' is stamped in small letters on the inside of the leather strap handle of the sample case. Said section 304, however, requires that the marketing of imported articles to indicate the country of origin shall be in a conspicuous place.

"The marketing of these cases in an obscure place as stated above is not a compliance with this requirement of law. You are, therefore, hereby instructed to require these articles to be marked in a conspicuous place to indicate the country of origin and to assess 10 per cent additional duty thereon under said section 304."

#### WASHINGTON ALCOHOL SITUATION

(Continued from Page 390)

deposited in a safe and secure place, under lock and key, to which no one shall have access at any time except himself. The place of storage should consist of a built-in locker either in the bonded warehouse or the Government office. The officer will fill out and sign each stamp issued by him and will immediately, upon issuing stamps for a shipment, make full report of same to the Collector of Internal Revenue. At the close of each day he will also make report on Form 188, revised, of all such stamps issued by him during the day. When all the stamps contained in a book have been used the officer will return the stub book to the collector, who will in turn forward same to the Commissioner of Internal Revenue."

#### Denatured Formula No. 38-B Modified

The Internal Revenue Bureau has issued the following modification of specially denatured alcohol Formula No. 38-B:

"Specially denatured alcohol Formula No. 38-B is hereby amended to read as follows:

"To every 100 gallons of ethyl alcohol add a total of 10 pounds of any two of the following United States Pharmacopoeia oils and substances, provided not less than 2½ pounds of any oil is used: Oil of Wintergreen or Methyl Salicylate, Oil of Cloves, Oil of Peppermint, Oil of Cassia, Oil of Eucalyptus, Oil of Rosemary, Oil of Lavender, Oil of Thyme, Thymol, Menthol Crystals.

"Anyone desiring to use the above formula must specify in the application which two substances from the above list are selected."

#### A MODIFIED TEST FOR PHTHALATES

With Particular Reference to the Detection of Diethylphthalate\*

By R. E. ANDREWS, OF THE CONNECTICUT AGRICULTURAL EXPERIMENT STATION, NEW HAVEN, CONN.

The use of diethylphthalate as a denaturant for industrial alcohol to be used in the manufacture of toilet preparations has brought about the necessity of reliable tests for its detection, either in the manufactured preparations or in products which may have been illegally derived therefrom.

Several tests have been described<sup>1</sup> in which heating with resorcin is recommended, the final results being the development of green or yellow-green fluorescence if the test is positive.

In the author's experience the criticism of all these tests is that satisfactory blanks cannot be obtained; the reagents alone may develop fluorescence of such a color and intensity as to make conclusions with regard to an unknown sample doubtful. In a series of trials in which reduced periods of heating the acid-resorcin mixture were tried, it appeared that the difficulty arose at this stage in the process. It was found that no heat other than that developed on neutralizing the alkaline mixture with sulfuric acid was necessary or advisable. The modified test is as follows:

#### METHOD

To 10 cc. of the solution to be tested in a small porcelain capsule add 5 drops of a 10 per cent sodium hydroxide solution. Evaporate over a steam bath to dryness and then add 0.5 cc. of a 5 per cent resorcin solution and again evaporate to dryness. Remove from the steam bath and at once add 6 drops of concentrated sulfuric acid and mix thoroughly by rotating the capsule. When cool add 10 cc. of water and transfer to a test tube, rinsing the capsule with 10 cc. of water. Add 5 cc. of a 10 per cent sodium hydroxide solution. A green fluorescence will at once appear if the test is positive, the color of the fluorescence varying from green to yellow-green, according to the amount of phthalate present.

Alcohol of known purity gave a negative test—i. e., no fluorescence. Ten cubic centimeters of pure alcohol to which had been added 0.1 cc. of a 1:500 solution of diethylphthalate (0.0002 gram) gave an unmistakable fluorescence. Positive tests were also obtained when small amounts—i. e., 0.0010 to 0.0020 gram—of this denaturant were added to gin and whiskey, the procedure as outlined being applied directly to these substances without previous distillation. In the presence of considerable amounts of extractive material it was found best to (1) extract the diethylphthalate with petroleum ether, evaporate the solvent at room temperature, take up the residue with alcohol and apply the test, (2) distil rapidly and apply the test to the distillate.

\* Presented before the Division of Agricultural and Food Chemistry at the 65th Meeting of the American Chemical Society, New Haven, Conn., April 2 to 7, 1923 and published by the courtesy of the American Chemical Society.

<sup>1</sup> Mulliken, "Detection of Pure Organic Compounds," Vol. I, p. 107; Allen, "Commercial Organic Analyses," Vol. III, p. 546; Lyons, *J. Am. Pharm. Asso.*, 11 (1922), 262; Handy and Hoyt, *Ibid.*, 11 (1922), 928.

#### British Perfumers Using More Isopropyl Alcohol

*London Perfumery & Essential Oil Record* reports that the use of isopropyl alcohol in the perfume trade in the United Kingdom is rapidly increasing. Considerable space is devoted to the subject and liberal quotations are made from a recent article by Dudley H. Grant, M.S.

#### Kalamazoo Does Not Stop at Cosmetics

(From the New York Morning Telegraph)

An ordinance is before the City Council of Kalamazoo prohibiting partners from looking into each other's eyes while dancing. It appears to us that women would be safer in Kalamazoo if the person who framed this ordinance were compelled to go about the streets blindfold.

## AMERICAN PERFUME AND FLAVOR SYNTHETICS CENSUS SHOWS REMARKABLE GAINS AND ADVANCES

Review of Tariff Commission's Statistics for 1922, Just Issued, Reveals New Esters and Big Strides in the Aromatic Research and Development Field—Coal Tar Materials Drop in September Imports

WASHINGTON, October 18.—Large increases in production of many synthetic aromatic chemicals used in the flavoring and perfumery industries are noted in the Tariff Commission's annual census of dyes and other synthetic organic chemicals for the year 1922. The complete document, consisting of a book of 185 pages, has just come from the printer and gives many details which were not included in the brief summary made public a few weeks ago.

Regarding coal tar "perfumes and flavors" the census declares that these "products are closely related, certain members of the class being used both as flavors and perfumes." The total output of flavors in 1922 by 20 firms was 1,215,668 pounds, compared with 901,245 pounds in 1921. Sales amounted to 1,278,857 pounds, valued at \$1,260,588. The production of perfumes by 17 firms in 1922 was 793,148 pounds, compared with 119,335 pounds for the previous year. Sales amounted to 778,696 pounds valued at \$643,436. More extended details appear later in this review.

### Progress of Synthetic Aromatic Industry

Describing the general condition of the synthetic aromatic chemical industry, the census says:

"The establishment of the synthetic organic chemical industry was a direct result of the war. Previous to the World War chemicals of this class were imported almost entirely from Germany. The United States produced a few of those used in large quantities. After the outbreak of the war the acute shortage of synthetic organic chemicals for the perfume, flavor, pharmaceutical, and fine chemical trade in general created for a time a serious situation. The American manufacturers of these products deserve high credit for the rapid growth of the industry, the variety of products, and the continuous improvement in the quality of the products.

"The synthetic aromatic chemical industry, which is a source of supply of raw materials for the flavoring and perfumery industries, appears to be in a healthy condition since the resumption of general business activity. The constant aim of manufacturers is to make the best quality of products possible. The manufacturing perfumer knows that it is false economy to use any product, either natural or artificial, which has a by-odor or which may discolor or decompose his finished perfumes.

"Citronellol, terpineol, ionone, geranyl acetate, and many of the esters used in perfumes and flavors show large increases in production. Heliotropin and vanillin show a slight increase. Geraniol and linalyl acetate are some of the more important synthetics which show a decrease in production.

### Great Strides Made in Some Lines

"The manufacture of esters appears to have made great strides in the past year. The total production of amyl acetate for the year 1922 was 1,692,074 pounds; that of ethyl acetate was 16,114,458 pounds, as compared with 5,310,688 pounds in 1921. Several new fruit esters are reported for the first time in 1922, including some of the oenanthates and vanillyl vanillate."

Production of citronellol in 1922 totaled 3,953 pounds. Sales reported total 3,351 pounds with a total value of \$23,298 at an average price per pound of \$6.95. The manu-

facturers producing the product were: Florasynth Laboratories, Inc., Unionport, N. Y.; the Fries & Fries Co., Cincinnati, Ohio; the C. E. Ising Corporation, Flushing, N. Y.; A. M. Todd Co., Kalamazoo, Mich.; Van Dyk & Co., New York, N. Y.; Vernon Synthetic Chemical Corporation, Inc., Long Island City, N. Y.

The total production of ionone in 1922 was 18,626 pounds. The manufacturers making this included the Fries & Fries Co., Cincinnati, Ohio; the C. E. Ising Corporation, Flushing, N. Y.; Morana Incorporated, New York, and Elizabeth, N. J.; Van Dyk & Co., New York, and Jersey City, N. J.; Vernon Synthetic Chemical Corporation, Inc., Long Island City, N. Y.

The production of geranyl acetate in 1922 totaled 7,066 pounds. Sales were reported totaling 5,828 pounds with a value of \$12,674, the average price per pound being \$2.17. Manufacturers making this product were Florasynth Laboratories, Inc., Unionport, N. Y.; the Fries & Fries Co., Cincinnati, Ohio; Morana Incorporated, New York and Elizabeth, N. J.; Synfleur Scientific Laboratories, Inc., Monticello, N. Y.; Van Dyk & Co., New York and Jersey City, N. J.

Heliotropin manufactured in 1922 totaled 6,794 pounds. Sales were reported totaling 5,919 pounds with a value of \$12,497, the average price per pound being \$2.11. Manufacturers making this product were W. J. Bush Co., Inc., New York and Linden, N. J.; Florasynth Laboratories, Inc., Unionport, N. Y.; Fries Bros., New York and Bloomfield, N. J.

Production of vanillin in 1922 totaled 221,046 pounds. Sales were reported totaling 239,778 pounds with a value of \$1,716,766, the average price per pound being \$7.16. Manufacturers making this product included Fries Bros., New York and Bloomfield, N. J.; the Fries & Fries Co., Cincinnati, Ohio; Maywood Chemical Works, Maywood, N. J.; Monsanto Chemical Works, St. Louis, Mo.; Verona Chemical Co., Newark, N. J.

Coumarin (synthetic) shows a production of 72,350 pounds, sales of 83,444 pounds, valued at \$253,220, an average of \$3.03 a pound. Maywood Chemical Works is mentioned, two other firms not being named.

Methyl salicylate: Production, 853,763 pounds; sales, 882,311 pounds; value, \$295,482; average, 83 cents. Manufacturers mentioned are Dow Chemical Co., Fries & Fries Co., Merck & Co., Synfleur Scientific Laboratories.

Diethyl phthalate: Production, 725,984 pounds; sales, 714,196; value, \$541,788; average per pound, 76 cents. Firms mentioned: Florasynth Laboratories, Inc.; Fries & Fries Co., C. E. Ising Corporation, Synfleur Scientific Laboratories, Van Dyk & Co. Three firms not mentioned.

Isopropyl alcohol (isopropanol): Production, 256,868 sales, 247,392 pounds; value, \$130,418; average, 54 cents a pound. United States Industrial Chemical Co. and two other firms mentioned; one firm unnamed.

Rhodinol: Production, 777 pounds; sales, 767 pounds; value, \$10,955; average per pound, \$14.28. Florasynth Laboratories, Inc.; Fries & Fries Co., C. E. Ising Corp., Van Dyk & Co. and an unnamed manufacturer.

On many of the items manufacturers have refused to give

details of their operations for publicity, but the census tables furnish a great deal of interesting information.

### Flavors and Perfume Materials

**Description.**—There is no sharp line of demarcation between these two classes of coal-tar chemicals as many of them are used as both flavors and perfumes; a separate classification is, therefore, in certain cases arbitrary. They serve as perfume materials for toilet articles, soaps, and similar products, and as flavors for food and food products.

**Production.**—The total production of flavors in 1922 was 1,215,668 pounds; the sales amounted to 1,278,857 pounds, valued at \$1,260,588. In 1921 the production was 901,245 pounds.

Some of these products show a large increase in production, notably saccharin, which is used as a sugar substitute, and methyl salicylate, used largely as an artificial wintergreen flavor. The total production in 1922 of methyl salicylate was 834,763 pounds. Coumarin, used both as a soap perfume and in the preparation of flavoring extracts, also shows a large increase in production over the previous year, totaling 72,350 pounds.

A new flavoring material reported for the first time in 1922 was isobutyl coumarone.

The output of perfume materials in 1922 was 793,148 pounds. This was a very large increase over 1921, when 119,335 pounds were produced. Sales of these products totaled 778,696 pounds, valued at \$643,436.

Diethyl phthalate again ranked first in quantity of production and value of sales. This product was used under a special formula as an ethyl alcohol denaturant. The restriction of the use for illegal purposes of alcohol so denatured will probably cause production for 1923 to show a large decrease in volume.

Other products of this group made in quantity are amyl salicylate, benzyl acetate, phenyl acetic acid, benzylidene acetone, and diphenyl oxide.

The production of such important synthetics as phenylethyl alcohol, phenylacetic aldehyde, and cinnamyl alcohol are still below the domestic demand, while others such as the artificial musks are not reported at all.

Among the products reported for the first time in 1922 are dimethyl resorcinol, methyl anisate, methyl-p-tolyl ketone, betanaphthyl anthranilate, nonyl anthranilate, phenylethylphenyl acetate, and phenylvinyl ethylene methyl ketone.

### Vast Sums Spent in Research Work

Of the 209 firms engaged in the manufacture of dyes and other coal-tar chemicals, 67 had separately organized research laboratories for the solution of technical problems and for the development or discovery of new products. The net operating expenses of these laboratories, together with research work done in the laboratories not separately organized for research, were \$2,172,508. This includes salaries, apparatus, and materials, after deducting the value of salable products made in the research laboratories. The figure for 1922 shows a decrease of \$2,074,160 compared with that of 1921. This figure is doubtless an understatement of the real cost of experimental work, since it does not include, in all cases, the cost of research done as a part of manufacturing operations and not shown on the books of the companies as a charge against research.

The coal-tar chemical industry in the United States has expended \$21,545,915 in research work alone, according to reports to the Tariff Commission during the last five years (1917-1922); with the exception of the year 1917, this is net, and does not include the value of salable products made in the experimental department. The energetic and extensive investigations into the manufacture of dyes have been greater probably than in any other field of chemical research.

The achievements of this period, 1917-1922, namely the establishment of a large dye and synthetic organic chemical industry, with its early progress and developments, must be attributed in no small part to the enormous expenditures in research.

New dyes and other chemicals have been developed each

year. The costs of production have been reduced, as reflected in the prices of dyes. A large expenditure for research is essential if an industry is to be self-contained and placed on a stable, efficient basis of operation. Not only must the industry consider, as in the past, the production of products already in existence, but the development and discovery of new dyes, pharmaceuticals, perfumes, flavors, and other products are necessary if the industry is to develop and maintain a competitive position in the world's markets.

### September's Imports of Aromatics

The monthly tabulation by the Bureau of Foreign and Domestic Commerce and the Tariff Commission of imports of dyes, color lakes, synthetic aromatic chemicals, pharmaceuticals, and other coal tar products through the port of New York shows that imports of synthetic aromatic chemicals for September totaled 5,530 pounds, with an invoice value of \$11,692. Imports of coal tar dyes for September totaled 124,665 pounds with an invoice value of \$128,544. This was a considerable decrease from August.

Imports of synthetic aromatic chemicals of coal tar origin through the port of New York in September were the following:

Name of Chemical	Quantity (Pounds)	Invoice Value	Per cent by Countries
Anisic Aldehyde	53	\$116	France 100
c. Benzyl Acetate	1,018	224	Holland 98
c. Benzyl Benzoate	80	37	{ France 2
Cinnamic Alcohol	22	94	Holland 100
c. Cinnamyl Aldehyde	50	53	France 100
ne. Cetone D	22	136	Switzerland 100
c. Coumarin	1,235	476	France 100
c. Heliotropine	717	371	Holland 2
ne. Indol	2,45	156	Switzerland 90
c. Methyl Anthranilate	125	142	Holland 100
c. Methyl Cinnamate	150	196	France 98
ne. Musk Ambrette	737	5,008	Switzerland 68
ne. Musk Ketone	311	1,986	Germany 27
ne. Musk Xylo	566	1,005	Holland 3
c. Phenyl Acetic Aldehyde	50	615	France 2
Para Methyl Acetophenone	5	8	Switzerland 100
c. Phenylacetaldchyde	11	33	Holland 100
c. Phenylethyl Acetate	50	162	Switzerland 100
c. Phenylethyl Alcohol	196	308	France 100
ne. Phenylpropyl Aldehyde	6	49	Switzerland 100
c. Vanillin	113	509	France 98
Yara Yara	10	8	France 2
			100

### Two Papers on Oils in the Philippines

*Philippine Journal of Science*, Vol. 23, No. 3, contains two articles on the following subjects:

"Composition of Pili nut Oil," by A. P. West, professor of chemistry, University of the Philippines and Sofronio Balee, instructor in chemistry, same institution. Pili nut oil is fully described and is found to be an edible oil with good keeping qualities of this composition: Oleic glyceride, 59.6 per cent; palmitic glyceride, 38.2 per cent; stearic glyceride, 1.8 per cent; unsaponifiable matter, 0.2 per cent; total, 99.8 per cent.

"Effect of Composition on the Complete Hydrogenation of Some Philippine Oils With Nickel Catalyst," by Prof. A. P. West and Luis Gonzaga (instructor), both of the Philippines University. Oils experimented with were lumbang, pili nut, coconut and palomaria. One plate and three text figures are used in describing the research.

### Coolidge Expects Trade to Continue Good

Statements by Government officials this month indicating that the country was in a state of prosperity, were echoed at the White House following a Cabinet meeting. It was clearly made known there that President Coolidge was impressed with the belief that, while there were some bad spots in the country's economic conditions, business generally was good and would continue to be good for some time.

## SELLING THROUGH PRICE INDUCEMENTS: "PM's", SPECIAL DISCOUNTS AND FREE GOODS

ELEVENTH OF A SERIES OF ARTICLES WRITTEN FOR THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW

BY LEROY FAIRMAN, MERCHANDISING EXPERT, NEW YORK

An old friend of mine is fond of telling the story of the country grocer who specialized in Bridal Veil flour.

"How much do ye git fer this flour, Hank?" asked a visiting relative.

"Six dollars a barrel," replied the grocer.

"And how much does it cost ye?"

"Six dollars a barrel."

"Well, Hank," said the visitor doubtfully, "I don't see how ye make much money thataway."

"Couldn't ordinaril," replied Hank, "but ye see I sell a hell of a lot of it."

Although it is generally understood that the only way to make money in business is to sell goods at a price substantially above the cost of production, there are always manufacturers who vaguely feel that if they can only sell a hell of a lot they must, in some mysterious way, be making a profit. And they figure that one way to make sure of selling a hell of a lot is to cut the price.

### Cutting the Price Cuts the Profit

This is far from being true. In the first place, as has been pointed out in previous articles in this series, goods which are on the shelves of the retailer are not sold at all—they are only on the way. Goods are not really sold until they are in the hands of the ultimate consumer. Merchandise placed in a dealer's stock through price inducements may stick there a long time; it is quite likely to if the dealer was induced to overstock. In that case, he will get sick and tired of seeing the stuff around, and the manufacturer will have cut off his own nose to spite his face—will have sacrificed a part of his legitimate profits to no purpose except to make the dealer sore.

A cut price means a cut profit. All of the cut comes out of the profit. If an item costs 70 cents to produce and market; if your regular selling price is a dollar and you cut that price to 90 cents, you say you are making a 10 per cent reduction. What you are doing is to cut your profit margin 33 1/3 per cent. That doesn't sound quite so good! It might be well to figure the proposition out on that basis and see where you are going to get off.

### Must Avoid Shouldering Handicaps

Profits are dangerous things to monkey with. It is well to remember that you don't and can't fix your own profits. Unless you have something which is a monopoly, or first cousin to a monopoly, your competitors fix your profits. As a general rule, the profit on a certain line of goods represents a fair margin of return to those manufacturers who produce standard merchandise under the most favorable circumstances. If you do not produce under the most favorable circumstances, you are handicapped to begin with. Can you overcome one handicap by shouldering another? If so, how?

But, you may say, you propose to make a price inducement just this once, as a means of getting your goods stocked in a lot of stores which don't carry them, or inducing a lot of merchants to get behind and push for the sake of the extra profit. And that you don't intend to really cut your price at all—you're only going to offer PM's and free goods.

So far as PM's are concerned, no druggist whose trade will prove worth while to you will permit you to offer PM's to his clerks; you'll have to make your deal through him, personally. He will be displeased if he catches you even talking to his clerks about it. Perhaps he will explain to you that half your PM money goes to the clerks who sell the goods and that he keeps the other half himself. Perhaps he won't explain.

Whatever becomes of the money, it has come out of your profits. That is the only thing you are really sure of. Let us suppose, for the sake of the argument, that through the artificial aid of the PM, your goods get sold. What next? How about the repeats? The first sale has been made, by personal salesmanship, to a lot of easy going, hate-to-say-no people who may have no use in the world for them.

That is where the PM and advertising differ. Advertising selects the interested buyer. It convinces him that he needs your goods. He buys them, believing that he wants them and is going to be pleased and satisfied with them. If you told the truth in your advertising, he will be pleased and satisfied, and you will have made a customer. That is what you are in business for—to get customers.

### Buyers Fail to Become Customers

If you were in business merely to make single sales; if you neither hoped or expected that the man who bought once would ever buy again the PM would be a bully thing for you. But, under the most favorable circumstances, the PM sells your goods once to a lot of people whom the clerk knows from experience are easy marks, or who happen along at the time when he is bent on earning his share of his PM money. Such people are not the stuff of which customers are made. The percentage of repeats is small; and this is especially true if your goods are of a character which appeal to a limited class and not to the general masses.

Free goods represent a method of price reduction which is used more than any other. It is the least objectionable method. The dealer does not consider it as an actual reduction in price, but as a little gift. All of the money received for the free goods is velvet; it is a pleasure to ring it up on the cash register.

The manufacturer regards the free goods as a not too expensive means of getting the retailer to stock his line, and usually calls it advertising. It is not advertising. It does not tell the consumer about the goods; it does not convince a single person that he needs them. It gets them into the dealer's store and then stops.

If the manufacturer is an advertiser, he has to advertise those free goods out of the store and into the hands of the consumer, which is still another expense.

Suppose, for example, that the dealer gets three free packages with every dozen, and buys a gross. He then has 15 dozen on hand. Instead of having to advertise 12 dozen out into the consumers' hands, the manufacturer has to get rid of 15 dozen. If it takes six weeks to dispose of 12 dozen, it will take 7 1/2 weeks to get rid of 15 dozen—which means that the period before the dealer has to send in a reorder has been lengthened by exactly 25 per cent. And it takes

25 per cent more advertising money to dispose of the 15 dozen than it would have taken to sell 12 dozen, and that money is spent to move goods which the advertiser has given away! Some people might call that sending good money after bad.

But the free goods idea is not to be condemned in its entirety. Some manufacturers, in introducing a new line, arrange three or four packages on an attractive counter display which the salesman is supposed to leave with the retailer on consignment. It would be cheaper, as a rule, to make the dealer a present of the goods and be done with it; it costs more to come around again to make collections and pick up unsold goods than it would to leave them where they are and let the dealer keep the money if he sells them; —to say nothing of the psychological effect of the gift to the dealer.

Free goods in conjunction with an advertising campaign is sometimes good business, if handled properly. Here is an example: the manufacturer of a grocery specialty which enjoys a large sale in the East was desirous of opening up the city of Cleveland in the shortest possible time, and securing as near 100 per cent distribution as strong selling and advertising effort could whip into line.

An extensive advertising campaign in the Cleveland newspapers was planned, and the advertisements prepared and proofs made. The newspapers were not informed of the coming campaign; neither were the Cleveland jobbers or retailers told that there was anything in the wind. All the plans were kept under cover.

Two carloads of goods were shipped to Cleveland, and on a certain Thursday morning five big motor trucks, loaded with the goods, started from a central point. Each of these had a route carefully laid out, and stopped at every grocery on that route.

A man alighted from the truck, and appeared before the grocer, bearing a package under his arm and announcing that he had a present for him. Opening the package, he produced two dozen cartons of the goods and proceeded to stack them neatly on a counter, explaining meanwhile that the manufacturer was about to "bust Cleveland wide open" and that the goods were a free gift with no strings attached. He then showed the grocer a portfolio containing proofs of the advertising campaign which was to begin in all the Cleveland newspapers on the following Sunday and run indefinitely.

As the name and reputation of the goods was familiar to the grocer; as the free goods represented a sales value of \$3.60, and as the advertising was large in volume and exceedingly attractive in appearance, the grocer was naturally very much interested. In many cases, he offered to give the salesman an order right then and there, but the reply was: "No, I'm not taking any orders; I'm merely delivering these gift packages. Just send the order in to your jobber."

The only favor the salesman asked was to place a small display in the window, and this request was cheerfully granted. The result of this unique campaign was that in precisely three days, over 90 per cent distribution in Cleveland and suburban towns was effected. Wherever one went, that little window display stood out in the grocery windows, and in every store the goods were prominently in evidence on the counter.

On Sunday the advertising campaign broke with big copy in every newspaper. The goods began to move at once and have been going strong ever since.

A big job had been well done. In three days distribution which would have taken three months by usual methods had been effected. The grocers were pleased with the free goods, and with the manner in which the advertising followed

through and made the goods move. The jobbers quickly fell in line with big orders.

Of course, this all cost money—a whole lot of money. But it would be a rash man who said that opening Cleveland by the usual methods, and securing anything like 90 per cent distribution, would have cost less.

In this case, the free goods offer was over and done with in three days. The grocers did not expect that it would ever be repeated; there is no reason why it ever should be. And the advertising campaign was so great in scope that the burden of selling that two dozen free goods per grocer was a relatively insignificant matter.

Such a venture as this is not within the operative capacity of all manufacturers; it is too big and costly for the man just starting out, if his capital is small and the reception of his goods by the public is problematical. But it is worth studying and remembering as an example of a justifiable and successful way of handling a free goods proposition.

Reverting again to the general subject of price reductions, it should be noted that nowadays few manufacturers make an actual cut in prices. They recognize that it is a dangerous practice. The merchant who gets a price of \$7.20 instead of \$8.40 gets it into his head that \$7.20 is the price. He wants that price again, and sees, or pretends to see, no reason why he shouldn't get it. Furthermore, the fact that Brown paid \$7.20 has a tendency to leak out, and Jones and Robinson demand that price also.

But PM's free goods and other concessions are price cuts in fact if not in name. They should be used with discretion, and for excellent reasons. It is well, too, to bear in mind that the fact that a dealer has bought at a bargain constitutes no good reason why he should make a special effort to sell. It is human nature, and good business, to push the goods in which there is the most money tied up. It often happens that the less an item cost the less effort is made to dispose of it.

#### HOW TINY ELECTRIC BULBS MAY DIFFUSE FRAGRANCE WITH SUBTLE LIGHT

The diffusion of perfume by electricity is the subject of an entertaining item in *Electrical Merchandising* which sets forth the possibilities of the affiliation of sweet odors and the mystic current in these paragraphs:

The gentle art of perfume burning, after many centuries of oblivion, has been experiencing a renaissance which bids fair to prove permanent, and for which the electrical industry can take the credit—or blame. For, though the discovery of this surprising offspring may be indignantly disregarded by the parent of the electric washing machine and electric range, this fact remains: The extraordinary popularity of perfume burning came only after it had been learned how the heat of a tiny electric bulb could evaporate a few drops of perfume and gradually disseminate its fragrance throughout the room.

Like many of those other feminine mysteries which aren't really mysteries at all, perfume burning will be forever unexplainable to men. However, this is the way one of the manufacturers gets round it, in suitably subtle and delicate fashion:

"To fill the air with subtly diffused light and fragrance is a delightful mode of escape from material things into a magic garden of dewy flowers and slumbering moonbeams. Inside the delicately tinted globes of these night lights and censers, just enough heat is generated to diffuse a fragrance alluring, ethered and exotically soothing."

Could anything be simpler? Kiki, sprinkling perfume around her room, may have been a bit cruder but she probably meant the same thing when she remarked, "Heliotrope is to a man what cheese is to a mouse!"

Some come in the form of cylindrical towers of opalescent glass, with silver or gold plated mountings. Others are shaped like lamps with hand-painted glass shades. Some come as dainty ballet dancers, with spreading skirts of fine porcelain—or as parrots, or elephants, or Chinese temples. Altogether there is wide variety to choose from, and the fine workmanship put into most of them makes them an attractive item to handle, and strikes a new note in the usually prosaic electric shop.

## A BIG CITY'S USE OF PERFUMES, COSMETICS, FLAVORS AND SOAPS ANALYZED IN AN INTENSIVE SURVEY

*Milwaukee Journal Publishes Results of Most Remarkable and Interesting Census Showing the Merchandising and Consumption of Various Toilet Articles in a Wide Area—Brands Are Compared in Synopsis.*

One of the most remarkable and intensive surveys of a merchandise market which we ever have seen has just been published in six volumes by the *Milwaukee Journal*, being the work of its Merchandising Service Bureau, which has gone into the subject in a systematic manner and has produced a vast amount of obviously reliable information. These volumes, averaging about 400 pages each, are divided into various classes of wares advertised for and bought by local consumers. The price is \$2 each. No. 3, Toilet Articles and Accessories, and No. 6, Package Goods Sold Through Groceries, are chiefly of interest to our readers. There are two supplementary volumes, one of which sets forth local dealers' merchandising policies. The survey is of value not only to manufacturers working the Milwaukee-Wisconsin field, but it affords some idea of the possibilities in other fields of corresponding type.

The *Journal* offers to send to our readers complimentary copies of the parts of the survey relating to their own lines provided they mention *THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW* in their requests.

The Cosmetics and Accessories Analysis, Volume 3, contains so much detailed information of benefit to possible advertisers that a digest is impossible within the space we can give to it, but some comment will be of general worth. In the first place the *Journal* reversed the usual order of going to retailers for facts by sending out questionnaires to some 40,000 families in Milwaukee and its immediate vicinity, representing a population of more than 571,000. The checking up on distributors was an after matter. Based on the governmental percentages the returns show the buying habits of 122,694 families in Greater Milwaukee. An inspection of the figures, charts, lists and diagrams reveals an enormous amount of systematic and careful work and the survey might well have cost more than the \$19,000 that the *Journal* expended in this enterprise.

### Some Features of the Cosmetics Survey

The *Journal* found much difficulty in analyzing the returns on cosmetics and accessories, for some respondents listed brand names and others named the manufacturers, while some women merely mentioned the price they paid for their beauty aids. But this seems to have been put in the way of being reasonably well straightened out by interested manufacturers, for the details are given in comprehensive manner.

**Razors.**—This part shows that 114,373 Milwaukee men over 18 years of age own safety razors, while 49,705 cling to the old old straight edge style and 7,912 have both kinds. It is disclosed that 94 per cent of the total shave themselves, trusting only to the barbers for hair cuts. The other 6 per cent are avowedly not self-shavers. A surprisingly large number did not know the name or make of their razors, but the others are all listed in detail, 190 different kinds being among those identified.

**Shaving Preparations.**—Contrary to general belief, bar or stick shaving soaps still predominate among Greater Milwaukee men of 18 years of age and over; 12.39 per cent use more than one kind. The tendency was found among the younger generation toward the use of the newer styles of shaving preparations, such as the creams, powders and no-water-no-brush specialties. One of the oddities of the survey was the fact that 30 per cent of the men and over

50 per cent of the dealers did not know what the no-water-no-brush item was, the dealers selling it to be used with water and brush as a soap, listing it under regular shaving cream. The survey reports some dealers very hostile to this "soap" which they sold as cream soap, because of complaints that the soap was "no good and would not lather." A consumer made a similar comment, the survey reports, adding that after two or three months an advertising campaign for the specialty was discontinued on the ground that the "sales do not justify it." (NOTE: The no-water-no-brush people must have failed to read or heed the advice in Leroy Fairman's articles on toiletry merchandising during the last year in *THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW*.—ED.) The *Journal* declares that the field for new goods is still there, but as ever the manufacturer must be able to satisfy the consumer with his product, as well as the retailer, adding: "Education of the retailer along this line is most essential; the consumer will follow."

**Shaving Cream.**—It seems that 49 per cent of the men use shaving cream of 32 different brands, which are listed. First choice brand is used by 61,347 men; second choice, by only 12,811. The survey says: "There are almost as many brands on dealers' shelves, but not used by customers, as there are brands that are being sold." The average per man using shaving cream is a trifle less than one tube a month. This makes about 970,908 a reasonable estimate of the number of tubes of shaving cream consumed in the *Journal's* region in a year.

More than half of the men use 21 kinds of bar and stick soap for shaving. This includes 54 per cent of those who shave themselves. The leaders are Williams, Colgate and Palmolive in the order named, the three supplying over 90 per cent of the product.

**Shaving Powder.**—The consumer distribution is limited. Only 5,848 men who shave themselves use it. This represents only a trifle over 3 per cent of all who shave.

**No-Water-No-Brush Preparations.**—Eight brands are on the market and only 5,160 men are using them, or only about 3 per cent of the possibilities.

### Chapter on Face and Talcum Powders

Part D of the Survey makes two sections of face and talcum powders. Naturally there were difficulties in getting at the facts and figures, but most all were smoothed out.

**Face Powder.**—It was found that 159,937 women out of a total 177,923 use face powder, representing nearly 90 per cent. There were 156 different brands mentioned and the list names them all. Melba led with 27,290 consumer users. Three Flowers is second (21,185) after those listing just "Hudnut" have been apportioned among Hudnut brands. Then: L'Origan, 11,765; Lady Esther, 8,873; Luxor, 8,469; Lov' Me, 7,864; Djer-Kiss, 7,058; Armand, 6,789.

**Talcum Powder.**—"Do you use talcum powder?" was the question, the intention being not to include baby powders, but only toilet talcums. Affirmative answers were credited to 149,153 women, of whom 9,367 did not report the name of their brand. There were 121 different favorites. The leaders were: Mennen, 42,762; Kuco, 12,126; Melba, 11,709; Colgate, 9,993; Djer-Kiss, 7,950; Palmolive, 4,251. The Milwaukee annual consumption of talcum powder is figured out to be approximately 607,052 cans.

### Cream Statistics Give Food for Thought

In the use of cream 151,679 women are consumers in some degree, while 26,244 do not use it. A chart gives the figures in detail, showing the use often of more than one variety for various purposes.

**Cold Cream.**—There are 130 brands of cold cream sold to 138,513 Milwaukee women, the leaders being listed as follows: Lady Esther, 18,045; Melba, 15,668; Pond, 15,433;

Daggett & Ramsdell, 10,115; Palmolive, 7,147; Ayer, 6,191; Pompeian, 6,261; Hudnut, 5,914. The total consumption of cold cream is estimated at 425,225 jars annually.

*Cleansing Cream.*—There are 90 brands of cleansing cream used by 67,664 Milwaukee women, while 110,259 women are non-users. The leader is only 10,000, with the others scattered down through the numerous brands. The sales are figured at 204,345 jars for the year.

*Vanishing Cream.*—Returns show 56,686 women use vanishing cream, while 121,237 do not utilize it. Of the 83 brands used Pond leads with 24,131, the next being: Pompeian, 5,595; Lady Esther, 3,237; Three Flowers, 2,630; Boncilla, 2,562; Palmolive, 2,426. The estimated total consumption is 164,956 jars a year.

*Night Cream.*—Only 29,713 Milwaukee women use night cream, as against 148,210 non-users. There are 64 different brands for those who use this toiletry, but most of them also use other preparations. Some 93,299 jars are sold during the year, as based on the average use.

#### Getting Down to the Positive Cosmetics

*Mudpacks*, as viewed by the Milwaukee ladies: For, 21,404; against, 156,519. Competing for the patronage of the minority 19 different kinds are in the market. The score: Boncilla, 9,741; Terra Derma Lax, 3,774; Mineralava, 2,949; Edna Hopper, 2,194. Annual use, 49,874 jars.

*Lipsticks* are now essential to 27,044 of the fair sex in Milwaukee, while 150,879 form a potential field for missionary work in the uses and advantages of this part of the feminine toilet. There are 50 varieties on sale, with these as the favorites: Melba, 9,822; Hudnut, 2,905; Luxor, 1,869; Pompeian, 1,590; Lady Esther, 1,385. Besides the 50 there are 18 other brands on the market, or rather on the dealers' shelves, for which there is no apparent demand. This makes a total of 68 kinds of lipsticks that are within the reach of Milwaukee's devotees of maintaining the gifts of Nature in perfect perspective.

*Rouge.*—More than half of Milwaukee's women use rouge; 98,694 are for it; the others count up 79,229. There are only 113 various brands from which they can make a selection. This perhaps accounts for the delay of some of the non-users in joining the procession. The annual use is now estimated at about 207,257 boxes.

#### Perfumery Conditions That Are Symptomatic

The *Journal's* Survey in changing to a new feature, says: "In the case of perfumes there exists a more chaotic condition than in any other line in the toilet end. Not only are there more brands used by consumers, but the number on the dealers' shelves and not used by consumers is proportionately large."

In the distribution chart there is recorded a percentage and number for *odors*, as well as *brands*. The Survey explains: "This is done to show the percentage of women not buying by brand, but rather by odor. \* \* \* We are reliably informed that where odors take preference over branded perfumes some one manufacturer has the monopoly on that odor, due to more advertising, higher quality, or other reasons."

There are 126,414 Milwaukee women who use perfumes, while there are still 51,509 potentials who need education to appreciate Nature's gift to womankind. Graphs, charts and lists are given of brands and names of manufacturers, showing 157 makes of perfumery available for consumers. Because of the lack of liaison between the brand name and that of the manufacturer it was found to be a difficult matter to identify both in naming the leaders as to manufacturers or brands. The conclusions are so complicated that it might not be fair to reprint the general deductions, except that Milwaukee women use 554,462 ounces a year.

*Toilet Water.*—There are 152 brands of toilet water available for choice by the 129,000 women who use it, but there are 47,933 others who have not yet perceived the benefits. The charts give the sellers' names, but as in the case of perfumes, the original must be scrutinized by persons who want to get the exact relative deductions. The toilet water usage at present is put at about 334,473 bottles annually.

*Eye Beauty Preparations.*—In this study the *Journal* has grouped eye pencils, mascara and other preparations, which

number 24 varieties. There are 6,316 users and they consume 10,611 packages annually.

*Nail Preparations.*—In analyzing this subject the purpose was to find the present and probable market conditions, interest not being taken in the women who patronize beauty parlors. It was found that 129,795 women manicured their own nails and 48,128 were in the "not" class, most of whom probably patronize the beauty parlors. The returns show that more women use nail polish than cuticle remover. More than half of the Milwaukee women use nail polish and there are no less than 79 brands from which they can make a selection. The *Journal* puts Cutex in the lead, with a user distribution of 57,937 women. Next is Melba, 15,815. The total for the region is estimated at 182,495 packages a year.

*Cuticle Remover.*—Returns show 82,289 users and 95,634 non-users. Only 7 per cent use the remover without nail polish also. There are 28 brands on sale.

*Tooth Cleansing Preparations.*—This section is divided into four parts. It is based on families and not on individuals. Milwaukee families use 78 brands of tooth paste, amounting to 3,319,140 tubes a year.

*Tooth Powder* is used by 15,030 families, with 44 varieties to select from, 22,996 cans a year being the limit.

*Liquid Tooth Cleansing Preparations.*—There are 26 varieties of these articles in use by a small minority.

#### Of Course Toilet Soap Is in General Use

All Milwaukee families use toilet soap to a greater or lesser extent. There are 43 brands in general use. There are other makes held on dealers' shelves refusing to liquidate in currency for their quantity purchasers. Tables are given showing the distribution of all of the various kinds of toilet soaps.

*Hair Nets, Hair Pins*, both bone and metal, also are covered in the survey in full detail.

#### Flavoring Extract Situation Dissected

Volume 6, the *Packaged Grocery Products Analysis*, covers practically everything in that line from coffee and spices to gelatin deserts. Chapter P is devoted to flavoring extracts. The survey says:

"The subject of Flavoring Extracts is beyond doubt the most complicated of any of the items covered in this analysis. In this division there are found more private brands than in any other. Jobbers, grocers, druggists, mail order houses, coffee and tea wagon men, house-to-house peddlers, etc., all own some brand of flavoring extract. It is the one classification in which the two leaders do less than 50 per cent of the total business."

Over 95 per cent of the Greater Milwaukee families (116,952 in number) use flavoring extracts, but of these 15 per cent could not identify the brand. The number of non-using families is given as 5,742.

There are 143 brands listed and the annual use is estimated at 1,557,791 bottles. The two leaders are the M-B (Day-Bergwall Co., Milwaukee), 21.54 per cent; Dr. Price's (Price Flavoring Extract Co., Chicago), 19.38 per cent. The remaining 62 per cent is an open field now divided among many competitors. M-B had a much greater lead over the next in line formerly, there being no conspicuous second, but the Price Co., by an advertising campaign in the last two years, has been creeping up toward first place.

#### Ku Klux Klan's Kin Kould Konvert Kosmetics' Kronik Knockers

The female of the species, known as Kamelias, can do some very constructive work if they will devote their efforts in the direction of beauty. Why not burn the fiery kross under the noses of some of those blotches on the landscape of femininity who kry out to the world: "I never use make-up"?—*Toilet Goods*.

#### Perhaps Her Lipstick Did Not Function Right

Cleopatra's Needle in Central Park is found to be crooked. I've heard the same about Cleopatra herself, says Beau Broadway in the *Telegraph*.

## ODOR AND ITS ORIGIN

By THOMAS H. DURRANS, M. Sc. (London); F. I. C. of the Oxford University Industrial Research Laboratory  
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(Continued from page 347, September, 1923)

#### The "Chemical Action" Theory of Odor

We now come to a theory which most probably approximates to the true state of affairs, but in order properly to appreciate this theory it is necessary to have a clear conception of the purely physical operations which take place in the nose. In this connection the experiments of Backmann<sup>28</sup> are of fundamental importance and offer satisfactory explanation of certain phenomena. Backmann demonstrated that in order for a substance to be odorous it must be soluble in both the water and the lipoid fat layers which protect the nasal sensory nerves. He showed that in the case of the saturated aliphatic alcohols those of low molecular weight are comparatively odorless because although readily soluble in water they are relatively insoluble in fats, whereas with those alcohols of high molecular weight the reverse is the case, only the intermediate alcohols being sufficiently soluble in both water and fats and it is precisely these alcohols which are strongly odorous. Very many examples demonstrating the truth of this statement can be given; among others it accounts at once for the fact that substances of high molecular weight are usually odorless. Passy<sup>29</sup>, for instance, showed that in the case of the homologous saturated aliphatic acids, the strength of the odor—as measured by the reciprocal of the smallest quantity that could be perceived—of formic acid, is comparatively small, a maximum is reached with butyric acid and thereafter the odor diminishes rapidly.

It will readily be perceived that the degrees of solubility in the aqueous and fatty layers must have an effect on the strength of an odor at least as potent as the effect of the volatility of the substance. Before the odorous substance we are not cognizant. The problem now narrows down to the question as to what happens when the odorous substance can reach the nose nerves it is subjected to at least three modifying influences and possibly also to others of which stanc finally reaches the nasal sensory nerves.

We have already dealt with certain electrical and vibrational theories and now propose to examine the chemical reaction theory. It is quite evident that some further potent modifying influence exerts itself, for substances not widely different in volatility or solubility may have odors widely different in strength; also it is difficult to conceive that the quality or type of an odor is dependent on these purely physical conditions. It is highly probable—and the idea is widely accepted—that actual chemical reaction takes place between the odorous substance and substances present in, or in the neighborhood of, the nose nerves. There is distinct evidence that such is the case. In the first place such a chemical theory offers a satisfactory explanation of the fact that the nose rapidly becomes insensitive to the odor from any given substance and often simultaneously to the odor of a chemically similar body. It is easy to appreciate that the chemical reaction which has ensued between the odorous substance and some substance—termed the osmoceptor—in the nose causes a temporary deficiency of the osmoceptor and that a certain but brief passage of time is necessary for

this deficiency to be made good. It is also a well established fact that an odor can only be perceived during inhalation and that the odor only persists for a very brief interval after the inhalation has been completed. This appears to show that the odorous substance undergoes some rapid change and that its odor is not merely due to its presence. This conception seems to be borne out by Nagel's experiments. Nagel found that if, after smelling a solution of vanillin, a solution of vanillin and cumarin, in which the vanillin predominates, he smelt, only the cumarin can be perceived, showing that the osmoceptor with which vanillin reacts has been consumed, whereas that which reacts with cumarin is still existent.

Ruzicka<sup>30</sup> carries the conception still further by suggesting that an odorous substance can react with more than one osmoceptor. Thus, the odorous substance first reacts with the most reactive osmoceptor—the primary osmoceptor—giving rise to a definite primary odor. If the primary osmoceptor is present in a sufficient quantity or can be reformed sufficiently quickly, the primary odor persists; if, on the other hand the primary osmoceptor becomes exhausted the odorous substance proceeds to react with the next most reactive osmoceptor giving rise to a secondary odor. This explains the well-known phenomenon that a substance evinces a different odor in a dilute condition to what it does in a concentrated form, c. f. ionone, indole, etc. If an odorous substance is inspired sufficiently slowly or in a sufficiently dilute form only the primary osmoceptor comes into play, but if inspired rapidly or in a concentrated state the primary osmoceptor becomes exhausted and the secondary one comes into play, possibly both or more osmoceptors react simultaneously with the odorous substance but the primary osmoceptor being the most reactive takes the lion's share of the substance.

If the odorous substance reacts with only one osmoceptor exhaustion of this results in odorlessness. If a substance possesses only a single powerful osmophore and if this osmophore be changed chemically, the type of odor is generally also changed, e. g. benzaldehyde and aniline; but if a substance possessing several powerful osmophores has one of these osmophores changed the accompanying change in odors is generally only slight; thus it is that we get typical "class odors," e. g., quinones, ionones, ketenes, methenones.

Rupe and Majewski<sup>31</sup> drew attention to the fact that certain osmophores in the absence of other powerful osmophores, confer characteristic "class odor" — such are  $-\text{OH}$ ,  $-\text{O}-$ ,  $-\text{CHO}$ ,  $-\text{CO-CH}_3$ ,  $-\text{OCH}_3$ ,  $-\text{NO}_2$ ,  $-\text{CN}$ ,  $-\text{NH}_2$  and so on, it should be noted that each osmophore possesses definite possibilities of peculiar chemical reactivity. It was also pointed out both by Rupe and Majewski and by Cohn<sup>32</sup> that one osmophore can often replace another without vastly changing the odor thus benzaldehyde, nitrobenzene, benzonitrile, azoimido-benzene, phenyl-di-imide all have "almond" odors although varying markedly in intensity. From this it would appear that we have to deal not

28. *J. de Physiologie et de Pathologie générale*, 1917, 17 i.

29. *Zeitschrift für Angewandte Chemie*, 1900, p. 103.

30. *Chem. Zeit*, 1920, Feb. 12.

31. *Berichte*, 1900, 33, 3041.

32. "Die Riechstoffe," 1904.

with chemical reaction between the osmoceptor and the osmophore to their mutual destruction, but with an additional reaction more akin to the formation of double compounds depending for their reaction, not on specific chemical properties, but, on the possession of "residual affinity."

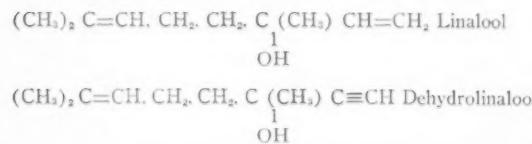
#### The Residual Affinity Theory of Odor<sup>33</sup>

This theory has for its basis the conception that, subject to physical and physiological influences, the odor of a substance originates in the free or unsaturated residual affinity of the molecule of an odorous substance. The theory can have both qualitative and quantitative conceptions since the nature, distribution and quantity of the residual affinity may, no doubt, vary from body to body. It is well known that bodies of similar type and construction and hence similar as regards their residual affinity, frequently have similar odors. For instance the para-phenol ethers generally have a distinct aniseed odor; the ring substituted phenyl-di-ols consistently have a quinine odor, the menthenols are almost exclusively suggestive of terpineol and the menthadienes of lemon, while bodies possessing tertiary carbon atoms have the odor of camphor with surprising consistency. It is obvious that the molecules of these odorous substances have some common inherent characteristic quite apart from physical or physiological considerations.

The benzene ring, when not overpowered by other osmophores, imparts a typical, so-called "aromatic" odor, but directly the nature of the ring—with all the possibilities of its six "fourth" affinities—is upset by the addition of two or more hydrogen atoms, which are themselves non-osmophoric, an entirely different, but still generally "characteristic" class odor results. Obviously a large change in the residual affinity of the molecule has been accompanied by a large change of odor. It should be noted that the mere substitution of hydrogen in the benzene ring by a weak osmophore—methyl for instance—does not produce any striking change of odor, which corresponds with the fact that the residual affinity of the benzene ring has only been slightly influenced.

The ketenes are bodies having extremely pungent odors; they are very prone to polymerize, forming substances which are nearly or quite odorless. <sup>34</sup>This propensity to polymerize so readily is good evidence that they possess much residual affinity and further it is instructive to note that by hydrogenating them to their corresponding ketones their odor and tendency to polymerize are both greatly diminished.

Unsaturated bodies, generally but not invariably, have distinctly stronger odors than the corresponding saturated ones, thus for example, the very pungent dipropargyl, which has two triple linkages, corresponds with the nearly odorless saturated body hexane, similarly allylalcohol corresponds with a propyl alcohol, and carbon suboxide, which is very piercing, to the odorless propylene glycol. On the other hand we have a striking example of unsaturation being accompanied by a weakening of odor in the case of linalool and dehydrolinalool<sup>35</sup>



Possibly physical properties may account for this. The question is complicated, however, by the influence which one osmophore has on another in the same molecule, or in

other words, by the distribution of the residual affinity. This influence may be very potent and may even obliterate the odor, more often it merely causes a distinct change in the odor. Thus the 1-2 diketones, such as di-acetyl, or acetyl propionyl, all have pronounced benzoquinone odors. In these ketones the carbonyl groups are adjacent, but if these groups be separated by a non-osmophoric group as in the case of the 1-3, the 1-4 and the 1-7 diketones the odor is quite altered and not at all like benzoquinone. This "osmophoric propinquity" is evidently an important factor. We often see its effect in the case of the benzenoid perfumes, e. g. vanillin and isovanillin; symmetrical trimethoxy tertiary butyl xylene (musk) and the odorless unsymmetrical isomer.<sup>36</sup>

It is very instructive to note that only those elements which have variable valencies can function as osmophores, e. g., sulphur, phosphorus, arsenic, halogens, carbon, nitrogen and oxygen; and it seems that the greater this variability the greater the osmophoric power. Thus carbon, the valency of which seldom varies, is only a feeble osmophore. These elements are closely associated in the Periodic Table and are apparently only osmophoric when not employing their full valencies. The majority of the elements, although possessing variable valency, are non-osmophoric because their compounds do not possess the essential physical characteristics of volatility or solubility. Thus most salts cannot have an appreciable odor, because they are not sufficiently volatile or sufficiently soluble in the lipoid fats. These defects are not necessarily inherent in the metallic atom itself, but may be due to its manner of combination. Arsenic when functioning as a metal does not yield odorous compounds, but when part of a radical it frequently gives rise to bodies of great pungency.

If in an odorous body, the atoms with which the possibility of residual affinity exists could be replaced by others where such does not exist, the odor would be removed. Cadodyl and ethyl hydrogen selenide would each yield the odorless ethane; methyl iodide would give methane, and acrolein the almost odorless propylene, and so on.

It should also be noted that bodies possessing strong odors are among the most reactive chemically, and not infrequently form "addition compounds" with considerable ease. It is not unlikely that the chemical reaction which takes place in the nose and gives rise to the sense of smell is an addition reaction. The probable sequence of events in the process of smelling after the substance has reached the nostrils by virtue of its volatility is, first, for the substance to dissolve in the aqueous outer layer, thence passing partially to the lipoid fats (the amount which passes in unit time being partly dependent on the relative solubilities in water and lipoid fats) and then proceeding to react with the various osmocceptors (the nature of which is not understood), causing a change of energy which produces a sensation perceptible to the nervous center—the brain. The particular smell thus perceived depending on the velocity, nature and number of reactions taking place.

#### Experimental Work

A certain amount of experimental chemical work has been done for the purpose of tracing out the bearing of chemical constitution on the odor of substances.

In 1909 Mehrling and Welde<sup>37</sup> investigated experimentally the cause of the violet odor of the ionones. They came to the conclusion that the aldehydes of cyclogeraniolene or 1.3.3—Tri-methyl-cyclo-hexenene 6—form with acetone bodies having a violet odor so long as the aldehyde group is next to the methyl or to the di-methyl group or to both, and the intensity of the violet odor increases with the number of aldehyde groups in the neighborhood of the methyl. The violet odor of the acetone condensation

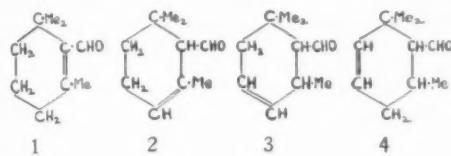
33. P. & E. O. R., 1920, Dec. p. 391.

34. J. de Pharmacie et de Chimie, 1920, p. 344.

35. C. f. Bull. Soc. Chimique de France, 1920, p. 344.

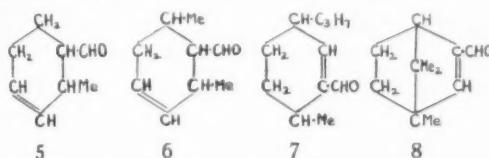
36. Ann., 1909, 366, p. 119.

product disappears when the aldehyde group is removed from the neighborhood of the methyl. Thus in the case of the following four cyclo-citralts:

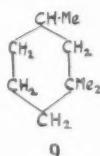


the acetone condensation products all have an odor of violets, being  $\beta$ -ionone;  $\alpha$ -ionone;  $\alpha$ -irone and  $\beta$ -irone, respectively.

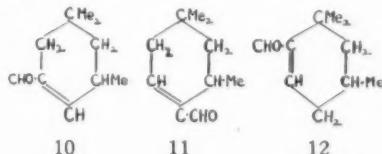
Mehrling and Welde determined if cyclohexane ring aldehydes in general gave violet-like perfumes when condensed with acetone and found that of the following four aldehydes only number six yields the violet odor, the others having odors of fenchone or camphor:



It follows, therefore, that in order to obtain the violet odor the side chain  $-\text{CH}=\text{CH.CO.CH}_2$  must be connected to the  $\alpha$  cyclogeraniolene ring:



In order to determine if any other condition is necessary they condensed acetone with other isomers of the cyclo-citralts viz.:



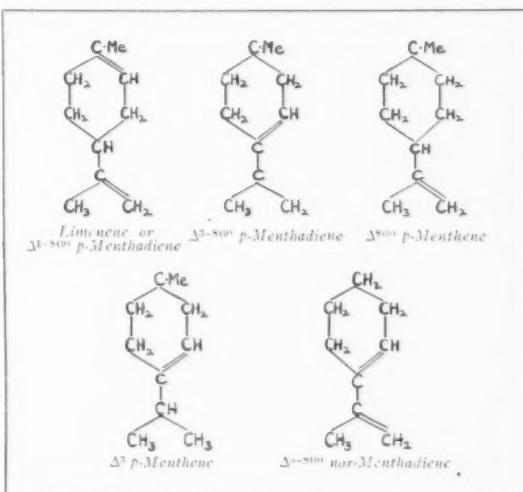
and so obtained isomers of the ionones and irones. Cyclo-citral number 10 yields an almost odorless condensation product whereas the other two give violet-colored bodies, hence they deduced that the violet odor is only obtained when the acetone side chain is next to a methyl group in the cyclo-geraniolene ring. They next determined if the property of forming the violet odor rests in the grouping  $-\text{C}(\text{Me})_2-\text{C}(\text{CHO})-\text{C}(\text{Me})_2$  such as occurs in the cyclo-citral ring, but it was found that the simplest aldehyde possessing this grouping, viz. isopropylbutyl-aldehyde  $\text{CH}(\text{Me})_2-\text{CH}(\text{CHO})-\text{CH}_2\text{Me}$ , when condensed with acetone yielded a body possessing a floral but not a violet odor.

Austerweil and Cochin<sup>37</sup> in 1910 prepared a series of methyl and ethyl derivatives of citronellol and geraniol. They found that:

When one methyl or ethyl group substitutes one of the two hydrogen atoms of the carbon atom attached to the hydroxyl group no very great change in odor takes place with citronellol, the odor being suggestive of tea roses; when both of the hydrogen atoms are thus substituted a camphoraceous odor develops. In the case of geraniol the substitutions have little effect. Saturated alcohols with eight or nine carbon atom chains, such as n-octyl in nonyl alcohols

do not have a rose odor, while 3 methyl nonanol  $\text{C}_6\text{H}_{11}-\text{CH}(\text{Me})-\text{CH}_2-\text{CH}_2-\text{OH}$  has a fatty odor and dihydro-citronellol has a lavender-like odor. The group  $-\text{CH}(\text{CRR}')-\text{OH}$  appears to be necessary for an odor of geraniol. Semmler had previously noted that an eight carbon chain is required for the rose odor in combination with the group  $-\text{CH}_2-\text{CRR}'-\text{OH}$ .

Some of the most important experimental work is that done by W. H. Perkin, Jr., and his collaborators, published in a series of papers in the *Journal of the Chemical Society of London* during the years 1904-1911. In the case of the p.mentadienes, of which limonene is a well-known example, it was found that the 3,8(9) p.mentadiene has a more pronounced odor of lemons than limonene (1,8(9) mentadiene) itself and the conclusion was drawn that this odor was independent of the position of the double bond. If the double bond in the ring be removed the lemon odor disappears,  $\Delta^3(\text{C})$  p.menthene having only a faint parsley odor; on the other hand  $\Delta^3$  p.menthene also only has a feeble odor and it follows that both the double bonds are necessary, one in the nucleus and one in the isopropyl side chain. The methyl group para to the isopropyl modifies but is not essential to the lemon odor since  $\Delta^3(\text{C})$  nor-menthadiene is very like lemons in odor, the following formulae indicate these relationships:—



#### Finale.

Much might be and has been written about the chemical compositions of various bodies and comparing or contrasting their odors. It is not possible yet to go very far in this direction, as we are immediately confronted with the other fundamental and concomitant phenomena of volatility and solubility. Moreover it has to be borne in mind that every part of a molecule has osmophoric properties and although certain parts may individually be quite negligible, yet en masse the effect may be potent and it is difficult to trace the effect of one osmophore on another, or in other words the effect of the distribution of the residual affinity of the molecule.

Nevertheless it is possible to make generalizations which are of great value in directing our efforts to fruitful inquiry both as regards the elucidation of the phenomena of odor and as regards the utilitarian production of new perfume bodies.

It must constantly be borne in mind that, in all probability, the possession by a substance of an odor is due primarily to its chemical properties and that the strength of the odor is simultaneously governed by its physical characteristics, even so far as to be nil.

## CORRECT ACCOUNTING AND COST FINDING METHODS FOR THE TOILET PREPARATIONS INDUSTRY\*

**RICHARD GEORGE BOCK** Outlines the Best Practical Applications of General Accounting and Cost Ascertaining Systems for Manufacturers and Distributors—Selling Prices to Ensure Profits Must Be Based on the Facts

The primary purpose of any manufacturing business is to produce their articles at a cost that permits the sale at a price which includes profit. Profit is the difference between selling price and a cost that includes the representative value, not only of producing but marketing as well.

Broadly speaking, we may then consider a manufacturing business as including two main functions, namely, producing and marketing. In determining the cost of toilet preparations we will consider the representative value included up to the time the finished product is available for sale as manufacturing cost, any expense from that point as that of marketing.

Marketing then includes the administrative, traveling, selling and shipping functions of the business.

Costs in order to be valuable and correct must permit of a direct identification to the product, step by step, during the entire process of manufacture.

There is no justifiable reason for selling standard articles carried as a regular line at a loss. The importance of cost information is sometimes overlooked by manufacturers if the net result for a period under review reflects a total profit. This profit may cover up and absorb a loss on items sold for less than cost.

While it may be advisable from a sales standpoint to carry leaders, this may be done on a smaller margin of profit, but it does not justify taking a loss on these articles. Selling prices on a standard line of toilet preparations once determined usually remain unchanged, except for variations in the cost of ingredients, or a change in quality, formula, etc.

The simplicity with which accurate costs can be determined, the direct advantages derivable therefrom, and the importance of cost information as it relates to shaping management policies, does without question point out the necessity for accurate accounting and cost finding methods.

### ANALYSIS OF EXPENSES NECESSARY IN FOLLOWING DISTRIBUTION COSTS.

The cost of maintaining the sales and administrative divisions of a toilet preparation organization is at least equal to, and in most cases more than, the cost of producing the finished product.

In order to secure the information necessary to analyze the operating expenses by functional divisions adequate accounting methods are necessary. Various means of distribution are employed, any of which are expensive, thus a proper departmentalization in order to make possible a complete analysis of these expenses is necessary.

### CORRECT GENERAL ACCOUNTING METHODS NECESSARY BEFORE COSTS CAN BE CONTROLLED.

Correct general accounting records should be provided before the installation of cost finding methods is attempted. A properly classified chart of accounts should be developed setting up the correct division of assets, liabilities, income and expenses. The asset and liability accounts should be classified in what may be termed balance sheet order. This chart of accounts is the skeleton or frame work around which the entire accounting system is developed. It may be

\*The author is Manager of the System Staff of Bock, Stockton & Thomas, Chicago.

further said that a proper classification of accounts facilitates matters from a bookkeeping standpoint and induces the general ledger bookkeeper to consider this record as a representative picture of the business, rather than a jumbled up mass of accounts. The classification of accounts in the accompanying chart is included to set forth this grouping.

The chart of expense accounts is classified by accounts and departments, and grouped into main divisions of control, viz., manufacturing, administrative, traveling, selling and shipping.

This arrangement not only facilitates the bookkeeping procedure, dividing the general ledger into separate units, each of which may be balanced individually, but reflects the total accumulation of expense falling with each group.

The manufacturing division is divided into productive and non-productive sections. The departments falling within the non-productive section are service factors to the productive departments. The expense accrued against these departments is apportioned to each productive department through the pro rata charges.

Each department is numbered, as are the accounts, thus making it possible by a combination of both to directly allocate any item of expense to a given department without changing the account number.

Indirect labor, for instance, is represented by account number 02. In the laboratory, which is department number 1, it is expressed as 102, in the filling and cartoning department, number 2—202, etc.

### General Accounting Records

The above classification of accounts outlines the information desired. Such records as are necessary to secure this information should be provided. These records represent the channels whereby the desired information is gathered to be posted to the general ledger, and would include the following:

Cash receipts records.

Cash disbursements record.

Bank statement.

Accounts payable and distribution record.

Journal voucher record.

Sales and cost summary.

Analysis record.

### Methods of Cost Determination

A cost system must necessarily conform to or align itself with the methods or flow of production. Toilet preparations are manufactured on a basis of determined formulas. This then from a material standpoint is one of the first records to develop. The formula record should reflect the quantities of the various ingredients used in manufacturing a definite quantity of finished product.

Each record to be numbered as should each of the materials used. A standard materials list should be developed providing a list number for all raw materials, processed materials, general stores and finished product.

In order to direct production from a standpoint of management control definite instructions should be issued to the laboratory and the filling and cartoning departments. To accomplish this purpose a production order authorization is provided. This is a written authorization, signed by the individual in charge of production for the manufacture of a definite quantity of a specified article. This authorization, properly filled out and signed, is sent to the order department, where a production order is entered on the departments affected, at which time a cost record sheet is also written.

Upon receipt of a production order the laboratory department will proceed to manufacture the product and in such quantities as are indicated.

(Continued on Page 410)

Mr. Bock's Accounting and Cost Finding Methods for the Toiletry Industry Illustrated in Graph Form.

ASSETS	LIABILITIES	INCOME AND EXPENSE	
<u>CURRENT</u>	<u>CURRENT</u>	<u>SALES</u>	
<u>CASH</u>	<u>NOTES PAYABLE</u>	<u>Powders</u> <u>Creams</u> <u>Soaps</u> <u>Perfumes and Toilet Waters</u> <u>Lotions</u> <u>Culinary</u> <u>Compacts</u> <u>Hair Goods</u>	
On Hand Imprest Fund - Cashier In Banks # 1 # 2	Banks Personal (An account with each individual or firm) Materials, Supplies, etc.	Less: Returns (An account with each) Allowances (An account with each)	
<u>NOTES RECEIVABLE</u>	<u>ACCEPTANCES PAYABLE</u>		
Personal Notes Receivable	Trade Acceptances Payable		
<u>ACCOUNTS RECEIVABLE</u>	<u>ACCOUNTS PAYABLE</u>	<u>COST OF SALES</u>	
Customers' Accounts (An account for each control) Less: Allowance for Doubtful Accounts Personal Accounts (An account with each)	Purchase Materials, Supplies, etc. Personal (An account with each individual or firm)	<u>Powders</u> <u>Creams</u> <u>Soaps</u> <u>Perfumes and Toilet Waters</u> <u>Lotions</u> <u>Culinary</u> <u>Compacts</u> <u>Household</u> <u>Hair Goods</u>	
<u>INVENTORIES</u>	<u>DIVIDENDS PAYABLE</u>		
Raw Material Processed Material Work in Process Finished Product General Stores	Dividends declared on Capital Stock		
<u>PERMANENT</u>	<u>ACCRUEDS</u>	<u>OTHER INCOME</u>	
Laboratory Machinery & Equipment Factory Machinery & Equipment Molds Office Furniture & Fixtures Less: Allowance for Depreciation (An account with each of the above)	Accrued Labor Accrued Salaries Accrued Compensation Insurance Accrued Taxes Accrued Interest	Interest Earned Discounts Earned Waste and Scrap Sales	
<u>OTHER ASSETS</u>	<u>RESERVES</u>	<u>OTHER DEDUCTIONS</u>	
Treasury Stock	Reserve for Federal Taxes	Interest Paid Discounts Allowed Charity and Donations	
<u>DEFERRED</u>	<u>NOMINAL</u>	<u>ACCruing MANUFACTURING COSTS</u>	
Prepaid Interest Travelers Trunks Plates Liability Insurance Deposit Sprinkler System Less: Allowance for Amortization	<u>CAPITAL</u>	Materials Labor Manufacturing Expense Controlling Account	
	<u>SURPLUS</u>	<u>ACCruing COMMERCIAL COSTS</u>	
	Capital Stock Authorized Less: Unissued Capital Stock	Administrative Expense - Controlling Account Traveling Expense - Controlling Account Selling Expense - Controlling Account Shipping Expense - Controlling Account	
<u>DEPARTMENTAL CLASSIFICATION</u>	<u>EXPENSE CLASSIFICATION</u>		
	NO. ACCOUNT		
<u>PRODUCTIVE</u>			
1 - Laboratory	01 Direct Labor	21 Maintenance Machinery & Equipment	44 Telephone & Telegraph
2 - Filling & Cartoning	02 Indirect Labor	22 Maintenance Office Furniture & Fixtures	45 Dues & Subscriptions
	03 Lost & Delayed Time	23 Freight & Express In	46 Exchange
	04 Supervision & Plant Management	25 Freight & Express Out	47 Legal & Professional Services
	05 Bonuses	27 Cartage & Hauling	
	06 Supplies and Small Tools	28 Over and Short Stores	50 Postage
	07 Depreciation	29 Errors & Spoiled Work	51 Parcel Post
	09	30 Breakage & Leakage	52 Postage Revenue
<u>NON-PRODUCTIVE</u>		31	53
5 - Stores	32 Injuries & Damages	33 Employment and Welfare	55 Travelers Salaries
6 - Raw Material	34	35	56 Travelers Commissions
7 - Cont. Iners., Labels & General Stores	35	36	57
8 - Finished Product	36	37	58
9 - Heating Plant	37	38	59
10 - General Factory	38	39	60 Advertising
	39	40	61 Cuts & Art Work
<u>COMMERCIAL</u>		40 Executive Salaries	62
15 - Administrative	41 Traveling Expense	41 Bad & Doubtful Accounts	63
21 - Travelers	42 Clerical Salaries	42 Replacement Expense	64
22 - Selling	43 Stationery & Office Supplies	43 Gratis Goods	65
25 - Shipping	44 Maintenance Buildings	44 Prorata Charges	66
		45 Unclassified	67
		70	

After an order has been completed, the materials used, as shown by the formula record, will be entered in the space provided on the production order, indicating quantities, list numbers and description of the material.

The laboratory department's copy is then sent to the cost department where the materials used are entered on the balance of stores record, priced and extended.

In a similar manner the filling and cartoning department will report materials used. After they have completed the order, their copy is also sent to the cost department, where the same procedure as outlined is followed, namely, that of entering quantities of materials used, pricing and extending.

The representative labor costs are taken from daily time reports, one of which is made out for each individual, where it is possible to identify the time spent on each job.

These time reports are sent daily to the cost department, where the necessary calculations are made, the labor charges entered on corresponding cost sheets and used for pay-roll purposes.

A perpetual inventory or balance of stores record is maintained, using visible equipment, for raw materials, processed materials, general stores and finished product. This record reflects material receipts, issues and balances of quantities and values. A purchase record, by vendors, is provided for on this form.

The materials used are entered on the detail issue record in quantities only. Periodically the quantities shown on the detail issue record are footed, the totals transferred to the issued division of the balance of stores record, priced and extended.

After all material and labor costs have been entered the costs are summarized in the space provided. The accumulation of labor and material values posted to the cost sheets during the month are passed as a debit to work in process and a credit to the corresponding cost accruing accounts from the monthly material and labor summaries. To the prime costs thus reflected is added the manufacturing expense.

As the cost sheets are figured and closed they are entered to a completed order summary. After all jobs finished during the month have been costed and entered, the completed order summary is balanced and posted. The total representative costs are posted to the general ledger as a debit to finished product and a credit to work in process.

The reflected quantities and costs are posted individually to the balance of stores record. This represents the detail of the general ledger entry made to finished product.

#### Closing Books of Account

At the end of each current accounting period the various journals, including the accounts payable and distribution record, cash receipts record, cash disbursements record, etc., are posted.

The sales and cost of sales are gathered by means of Hollerith equipment, this record giving us the final information necessary to develop our monthly balance sheet and operating statements by line of product.

The commercial expenses are added to the manufacturing cost of the products made during the month and the total cost compared with selling prices.

In arriving at selling prices it is necessary to take into consideration the groups of commercial expenses that apply under various plans of sales distribution.

For instance, if an agency plan of selling is used as well as wholesale distribution, the expenses of the agency traveling department must be taken into consideration in arriving at wholesalers' selling prices.

We have seen, during the course of our work for manufacturers of toilet preparations, a revision of selling prices after adequate cost finding methods have been put into effect that more than paid for the cost of the installation of these methods in a very short time.

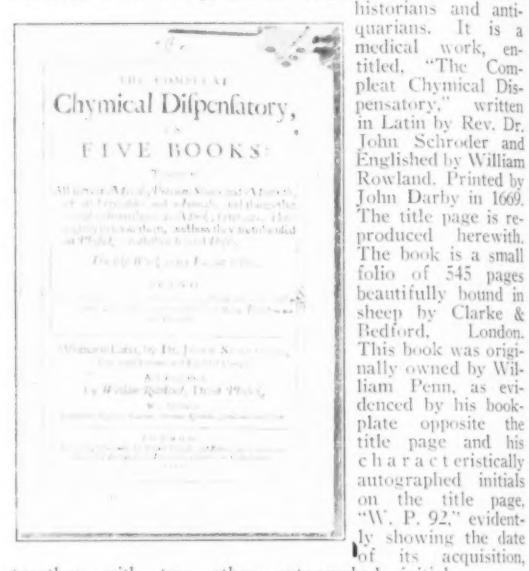
#### New Chemistry Head at Georgetown

Rev. George L. Coyle, S. J., vice-president of the American Chemical Society, has been transferred from Holy Cross College, Worcester, Mass., to Georgetown University, Washington. He will head the department of chemistry at Georgetown, as he did at the Worcester institution.

## WITH THE UNIVERSITIES

### A Rare Book Once Owned by William Penn, Acquired by the Philadelphia College of Pharmacy and Science

At the October meeting of the Board of Trustees of the Philadelphia College of Pharmacy and Science, there was presented by Mrs. Elizabeth B. Remington, widow of the late Professor Joseph P. Remington, for many years Dean and Professor of Pharmacy at the college, a book which had been in his library, and has long been coveted by local historians and antiquarians. It is a medical work, entitled, "The Complete Chymical Dispensatory," written in Latin by Rev. Dr. John Schroder and Englished by William Rowland. Printed by John Darby in 1669. The title page is reproduced hereewith.



The book is a small folio of 545 pages beautifully bound in sheep by Clarke & Bedford, London. This book was originally owned by William Penn, as evidenced by his bookplate opposite the title page and his characteristic autographed initials on the title page, "W. P. 92," evidently showing the date of its acquisition, together with two other autographed initials.

It contains a chapter concerning the influences of the stars on the human body and its functions, and another with directions for gathering herbs and other medicaments under the auspicious stellar and planetary influences.

If William Penn used this book in his own family practice, he must have subjected himself and his kin to some terrible doses. Among the medicines described in glowing terms and evidently in good repute at that time are moss fern, a dead man's skull, the flesh of a red-headed man who has died a violent death, bedbugs, lice, flies, serpents and other substances even more revolting.

The book will be kept in the fire-proof safe in the College Library and may be seen upon application to the Librarian.

#### Columbia's Cosmetics Course Resumes

The opening session of the course on cosmetics conducted by Professor Curt P. Wimmer at the College of Pharmacy, Columbia University, New York City, was held Tuesday evening, October 2. In addition to the students who appeared to take the interesting course, some of the former students of Professor Wimmer also greeted him.

The first meeting was more or less informal, and the students met Professor Wimmer and discussed the various aspects of the course. An effort is made to make the course practical to the individual needs of the students and in order to do this Professor Wimmer pursues the policy, so successfully followed in small colleges, of determining the needs of the students from conversations with them, and then adapting the course to their needs in so far as it is possible. Formal lectures and laboratory work began on the evening of October 9 and will continue for thirty weeks.

It is not too late to enter the course now and anyone interested should communicate with Professor Wimmer direct, or write to the Registrar, College of Pharmacy, 115 West 68th street, New York City.

## BABSON TELLS HOW TO PUT RED BLOOD INTO BUSINESS

**Noted Statistician Accepts Role of Trade Physician, Diagnoses Ailment and Presents Remedy for Constipation in Circulation of Great Essential to Prosperity of Nation and Everybody**

Roger W. Babson, the eminent statistical expert and surveyor of business conditions with a view to forecasting future probabilities (who, as our readers know, is a regular contributor to our columns), has studied the variegated conditions in various lines of trade recently and has written to us the following letter entitled "Collections and Business." Many of our readers will agree that Mr. Babson has selected a good text. But what he says will be found much more pertinent:

"It is not so much the *amount* of blood in our bodies that counts; it's the rate of circulation. It is not the *amount* of money in business which is most important; it's the speed of turn-over. There is always about so much money in the country. In good times and bad the actual amount of currency fluctuates relatively little. The great difference between brisk and dull business conditions is the rate at which money changes hands. One dollar used twice develops the same amount of business as two dollars used once. If we want a healthy, strong business situation then we must do what we can to keep money circulating!"

"Apparently, however, business men do not realize this fact. Whenever a period of uncertainty appears, every one, whether he can pay or not, tends to hold on to his money and let his bills go. This is true in Presidential years or when a radical change in Congress is in prospect. People seem to cling to their cash balances as though they held some saving grace to ward off trouble.

"I have before me Bradstreet's report on collection conditions in 46 leading cities in the United States and Canada. In only 2 of these 46 cities are collections reported as 'good.' In 29 cities they are only 'fair,' while in 15 cities they are given as 'slow' or 'poor!' Moreover our studies of the other smaller cities show about the same situation.

"This wave of slow paying is caused by the feeling of uncertainty regarding the outlook, but its effect on business is to *make a certainty* of very much worse conditions than otherwise would occur! *The life blood of business is clogged.* To have collections slowed down 25 per cent is exactly the same as sending a fourth of our money and credit out of the country. *When the outlook is dubious it may be good judgment to curtail buying. The banks respect a buyer for being cautious.* Unpaid bills, however, are another matter. They must be paid sometime. To delay simply frightens lenders, injures credit and takes the heart out of those who would put their money and energy into making business conditions better.

"This letter is not directed to any particular industry or locality. If the habit of slow payment existed only in one section the effect would not be so serious. It is a general condition, and until it is corrected no amount of advertising or sales effort can offset its effect. Economists are figuring how much the airplane postal service will increase the efficiency of money. *Most business men today, however, feel that a check 'by return mail' would be fast enough.* If checks were mailed this Tuesday morning for only 20 per cent of the unpaid bills over 10 days old, the potential buying power of the Country would be increased at least \$1,000,000,000 by next Thursday night! *Do you know any quicker way to speed up business than that? Try it!*

"The difficulty is that every one is waiting for somebody else to start. In explaining slow payments, each gives as the reason that his own collections are slow. *Why not each of us start a campaign all by himself?* Even if we have to borrow money to do it, pay up our accounts quickly and urge the one we pay to pass the favor along in the interest of better business. 'Do unto others as you would that they do unto you' is not only Scripture, but good business practice. In this case it will serve more than anything else to start business moving."

### Why Pay 72 Per Cent a Year for Your Money?

An interesting point raised in connection with Mr. Babson's letter is as follows: Why do so many concerns with established financial rating and who can borrow money from their bankers forego cash discounts and pay their bills from sixty to ninety days?

This is Mr. Babson's reply to the inquiry:

"Frankly, we do not know why, in their dealings with reputable firms, they do not always take advantage of the cash discount. There are but two legitimate reasons for delayed payments. One is the case where, pending examination of the goods, it is considered essential to delay payment. The other is obviously where a firm's line of credit is already so extended that it cannot take the discount. Certainly in any other situation it is short-sighted policy to borrow from one's creditors at 2 per cent—10 days, or 72 per cent a year, when accommodation may be had at the bank for 6 per cent or better."

### Optimistic Outlook for Autumn

Regarding the Autumn outlook, Mr. Babson says: "A much more optimistic feeling should develop among western and southern farmers during the next few weeks. The October 1 crop report marks the end of uncertainty so far as yield and quality are concerned. The crops, taken as a whole, are good. With the exception of corn, most of them have harvested. Prices lately have tended to improve. Everyone is figuring up how much money the farmers will receive. If present prices for all crops could be maintained throughout the marketing period, the gross income would be at least \$700,000,000 greater than last year.

"The important point at present, however, is that the farmers and those who watch the crop reports have suddenly become much more optimistic regarding their business. This optimism comes at a time when fall trade naturally should increase. It is advisable to make the most of this opportunity to move goods. The period ahead in business will be one of intense competition and price cutting. With the underlying trend of commodity prices downward, it is more than ever essential to speed up turn-over and keep down inventories. Capitalize the present enthusiasm."

### Mid West Advices Continue Satisfactory

Chicago advices of October 15 say: "General business conditions in this district continue satisfactory. Although retail trade had been adversely affected by the mild weather prevailing, wholesale distribution has gained, manufacturing operations are on a large scale, and crop news has been encouraging. In general, the outlook for autumn business is held to be highly encouraging."

### Business Failures Continue to Drop

There has been a progressive reduction in the business mortality during each quarter this year, and failures in the United States for the third quarter number 3,775 and involve \$98,543,559 of liabilities. Compared with the 5,033 commercial defaults of the third quarter of last year, involving \$117,198,157, there are decreases of 25 and 19 per cent, respectively, in number and amount.

## OCTOBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, October 8.—Following is the report for October on floral products and essential oils:

### Orange

In our last report we said that neroli was becoming very scarce on account of large purchases made during the preceding months. Today, in spite of the considerable rise in price of this article, it is almost impossible to find any on the market.

All the products of the orange blossom are very rare and we must expect a considerable rise in price for the coming year, even if the crop of next May is up to normal.

### Rose

Like the orange blossom products, the products of the rose are in great demand. Although the stock on hand is slightly larger, it also will be entirely sold in a few months from now and the price may be increased for the next harvest.

### Jasmin

On account of the beautiful autumn days through which we are passing, the jasmin harvest will be continued until the end of the month. Nevertheless it will remain very poor and jasmin products will be very scarce and very dear.

### Tuberose

There is no change to be noted in the situation of tuberose products. The harvest will be over in a few weeks and, as in the case of jasmin, it will be poor. We must expect relatively high prices.

### Geranium

There exists an ever increasing and fantastic rise in the prices, especially of Bourbon geranium. At present these have reached such heights that the native plantations are being increased to a considerable extent, as a result of market prices which are so advantageous to the distillers of the Island of Reunion. On account of the high prices imports have been very much reduced. Moreover, the little oil that reaches Marseilles is bought up at incredible figures.

Algerian geranium has also increased in price, but this is because the stock at the base is very nearly exhausted. The market price of this geranium is still below that of Bourbon geranium.

The geranium oil from Grasse will likewise rise in price on account of the high cost of the leaves this year. Nevertheless its price will still be proportionately low considering the market quotations for the exotic geranium oils.

### Mint

Since the catastrophe in Japan all the oils of mint have risen to dizzy heights, especially Japanese mint oil and menthol which has almost doubled in value within the month.

The price of mint oil from Grasse has not followed this speculative rise, and as there is every reason to believe that the Oriental mint oils will drop in price a few months after the arrival of the next ships from Japan, the present increase will be of only short duration.

### Lavender

The market prices of lavender oils did not cease to rise, even after the distillation was finished. As the harvest, for reasons that we gave in our last report, was poor and as a few houses have made large purchases, the prices have increased noticeably and are still continuing to do so.

On account of the catastrophe in Japan we should expect a certain slackening in purchases, because of the probable impossibility of exporting to that country. Nevertheless

buying is showing considerable activity and the prices are mounting every week.

### Spike

The situation is the same as it is for lavender oils. In general, a poor harvest and a rather active demand on account of the expensiveness of lavender oils, so that the market prices will be very high this year.

### Rosemary and Thyme

Thyme oils have been in considerable demand recently, mainly those oils which are rich in thymol.

As regards rosemary oils, soap manufacturers have made considerable demand recently, in order to replace certain oils which are at present too expensive to be used in ordinary soaps. The market prices have risen slightly.

### Summary

In spite of the general increase which has occurred in the prices of all floral products and of all essential oils, the market is at present very busy. Moreover, the rise is not yet at an end. Floral products, especially, will be at a premium in a few months and their market prices will go up proportionately.

### PERFUME MATERIALS RESEARCH STUDIED AT THE MEETING OF THE A. C. S.

Among the features of the Organic Division of the American Chemical Society, at its sixty-sixth general meeting in Milwaukee September 10-14 were papers describing the work of Bogert and Curtin and of Bogert and Slocum on perfume raw materials, some interesting developments in this research field being pointed out. Modifications of the structure of odorous compounds to give modifications in the odors produced were studied. In the first case they worked on compounds in which the odors were almost completely removed from compounds by substitutions. In the other they developed a compound with the odor of rose from one which had other odors. Their work, in the opinion of other scientists, may lead to quite new lines of substances for the production of synthetic perfumes.

Through the courtesy of the American Chemical Society we are enabled to print the following abstracts:

*M. T. Bogert and L. P. Curtin.—THE RELATION BETWEEN MOLECULAR STRUCTURE AND ODOR IN TRI-SUBSTITUTED BENZENES. 1. DERIVATIVES OF PARA-METHOXY-ACETOPHENONE.* Tri-substituted benzenes carrying three osmophores in 1:3:4 arrangement are not always odorous, even when sufficiently volatile. Although 4-methoxy-acetophenone itself is a perfume substance, the introduction of the osmophores  $\text{NO}_2$ ,  $\text{NH}_2$ ,  $\text{N}_3$  or  $\text{CN}$ , in position 3, results in odorless products. Certain new hypotheses are advanced concerning steric hindrance. The following new compounds are described: The 3-sulfo, 3-amino, 3-acetamino, 3-p-nitrobenzal amino, 3-iodo, 3-iodochloride, 3-iodo and 3-cyano derivatives of 4-methoxy-acetophenone; and from the 3-amino, the corresponding diazo perbromide, azido, diazoamino and amino derivatives; also the 3-iodo-4-hydroxy-acetophenone. Some improved methods of preparation have been developed for compounds previously known.—Columbia University.

*M. T. Bogert and E. M. Slocum.—THE SYNTHESIS OF NEW ROSE ALCOHOLS OF CITRONELLOL-RHODINOL TYPE.* Iodohydrin acetates were condensed with sodio acetoacetic ester at  $0^\circ$ , the products hydrolyzed to the keto alcohols, and the latter subjected to Barbier-Grignard reactions, the primary-tertiary glycols first formed losing water with production of the desired olefin alcohols. Dimethyl-hexenols, -heptenols, -octenols, etc., were thus obtained from aceto-propanol, acetobutanol, etc. Some of these products have fine rose-like odor. The odor of others is more of cedar oil type. Various new intermediates were synthesized in the course of the investigation, and some old methods of preparation were improved so as to give greatly increased yields.—Columbia University.

## FINE PERFUMERY EXHIBITS AT TWO NATIONAL EXPOSITIONS



AT THE NINTH ANNUAL EXPOSITION OF CHEMICAL INDUSTRIES HELD IN NEW YORK LAST MONTH AND REPORTED IN OUR SEPTEMBER ISSUE, PAGE 359, THERE WERE SOME VERY FINE EXHIBITS. ABOVE ARE SOME OF THE MORE NOTEWORTHY BOOTHS: 1. ECONOMIC MACHINERY CO., WORCESTER, MASS.; 2. ALSOP ENGINEERING CO., NEW YORK CITY; 3. PFAUDLER CO., ROCHESTER, N. Y.; 4. FLORASYNTH LABORATORIES, UNIONPORT, N. Y.; 5. U. S. INDUSTRIAL CHEMICAL CO.-U. S. INDUSTRIAL ALCOHOL CO., NEW YORK CITY; 6. ARABOL MANUFACTURING CO., NEW YORK CITY; 7. CAPE'S VISCOSA, INC., DELAWANNA, N. J.; 8. ELYRIA ENAMELED PRODUCTS CO., ELYRIA, OHIO; 9. MALLINCKRODT CHEMICAL WORKS, ST. LOUIS, MO., AND 10. EDWARD ERMOLD CO., NEW YORK CITY.



ABOVE ARE ADDITIONAL ILLUSTRATIONS OF ATTRACTIVE BOOTHS AT THE 45TH CANADIAN NATIONAL EXPOSITION AT TORONTO, REPORTED ON PAGE 357 OF OUR SEPTEMBER ISSUE. LEFT TO RIGHT: ERASMIC, LTD., MONTREAL; L. T. PIVER, MONTREAL; LAZELL, MONTREAL, AND UNITED DRUG CO., LTD., TORONTO.

## EXPOSITIONS, ASSOCIATIONS, SOCIETIES AND CLUBS

### CHEMICAL EQUIPMENT FIRMS PLAN SHOW

A movement for holding an exhibition devoted exclusively to chemical equipment and machinery was launched by the Chemical Equipment Association at its annual meeting at the Chemists' Club, New York City, September 20. A committee has been appointed to formulate plans for the exposition which is to be held in connection with the annual meeting of the American Chemical Society or some other chemical association. The committee is as follows: Edwin C. Alford, T. Shriver & Co., Harrison, N. J.; Peirce D. Schenck, the Duriron Co., and E. E. Finch, the Karl Kiefer Machine Co., Cincinnati, Ohio. The committee has been in session and has made considerable progress, it has been announced, in establishing general principles upon which definite plans will be based for presentation to the association.

Officers and directors for the ensuing year were elected as follows: President, T. C. Oliver, Chemical Construction Co., Charlotte, N. C.; vice-presidents, E. E. Finch, Karl Kiefer Machine Co.; J. George Lehman, Bethlehem Foundry & Machine Co., Bethlehem, Pa.; Peirce D. Schenck, the Duriron Co., Dayton, Ohio; treasurer, P. S. Barnes, the Pfaudler Co., Rochester, N. Y.; directors, Harlowe Hardinge, Hardinge Co.; P. B. Sadtler, Swenson Evaporator Co.; H. N. Spicer, the Dorr Co.; R. Gordon Walker, Oliver Continuous Filter Co., New York City; G. O. Carter, Union Carbide Co., New York City.

The new board of directors has been in session and it is announced that every confidence exists that the activities of the association will both widen and become more intensive within the next year.

### FOR THE 1924 PERFUMERY EXPOSITION

Plans for the second International Perfumery, Toilet Articles, Soap and Allied Industries Exposition which will be held in the Seventy-first Armory, New York City, March 3 to 8 inclusive, 1924, are rapidly being completed. Already over 42 manufacturers have obtained their allotments of space which is regarded as very encouraging.

Arrangements have been made to restrict the attendance to buyers and to the women who it is most desired to reach. General admission tickets are to be sold at the box office at 50 cents each, as was done last year. Also trade tickets will be sold to exhibitors in quantities of 100 or over at the rate of 25 cents each, including the war tax. In addition each exhibitor will receive free of charge one buyer's ticket for each square foot of space contracted for. In this way it is computed that 25,000 buyers' tickets will be distributed.

Over 100,000 tickets are also to be distributed through women's clubs, beauty parlors and in similar ways so as to insure a good attendance of potential customers. The tickets will be of the coupon variety and are to be sold at half price through beauty parlors and over the toilet goods counters. The management reports that this method has been very successful in keeping out an undesirable element from other shows. In order to stimulate afternoon attendance and on the opening days particularly, various ideas have been evolved in the nature of health and beauty contests, etc.

The exposition is in charge of the National Exposition Co., New York City, of which Harry A. Cochrane is president. Associated with Mr. Cochrane is Edward D. Seldon. Headquarters are at the McAlpin Hotel. With the experience of the first exposition of last April as a guide it is felt that the enterprise next March will go forward smoothly and more successfully in every way. An especial effort will be made to interest foreign perfumers so that they may display their products on even terms with the American manufacturers.

### NATIONAL WHOLESALE DRUGGISTS

The 49th annual convention of the National Wholesale Druggists' Association, held in Cleveland, October 8 to 11, was largely attended and was marked by strong action in connection with the perplexities and peculiarities of prohibition enforcement and the revival of reform interest in prohibition and narcotics. There seemed to be a general demand for Congressional relief and the Ernst-Wood Bill was strongly condemned. The result will be found in our Washington Correspondence on page 395.

Frank E. Bogart, the retiring president, spoke warmly in favor of price maintenance in his review of the year.

The report on prohibition problems when read by Dr. William J. Schieffelin, of New York, aroused considerable discussion. Recommendations to Congress were drawn up favoring action at the Winter session to remedy defects in the Volstead Act which have brought disrepute upon the drug trade.

The necessity for uniform narcotic laws was also a subject of discussion following a report by a committee of which Frank J. McDonough, of McKesson & Robbins, New York, is chairman.

The following officers were chosen for the ensuing year: President, George Barret Moxley, Indianapolis, Ind.; first vice-president, A. H. Van Gorder, Cleveland, Ohio; second vice-president, O. C. Lang, Houston, Texas; third vice-president, William Jay Schieffelin, Jr., New York; fourth vice-president, J. J. McNamara, New Orleans; fifth vice-president, F. H. Garrett, Council Bluffs, Iowa; new members of board of control, R. R. Ellis, Memphis; Sewall D. Andrews, Minneapolis; Ludwig Schiff, Los Angeles; M. E. Sherman, Des Moines. Chairman, Sewall D. Andrews, Minneapolis.

Appointive officers: Secretary, Charles H. Waterbury, New York; general representative, Francis E. Holiday, New York; treasurer, Title Guaranty and Trust Co., New York.

### N. A. R. D. HOLDS ITS SILVER JUBILEE

Price-cutting, prohibition and narcotics formed the chief subjects for discussion at the twenty-fifth annual convention of the National Association of Retail Druggists at Boston, September 24-28. Eugene C. Brokmeyer, of Washington, general counsel of the association, in a spirited address attacked the Anti-Saloon League and declared 50,000 druggists were opposed to Prohibition Commissioner Haynes' administration, but upheld Secretary Mellon and Commissioner Blair for their fairness. He hoped no politics would be played in the White House and that a deaf ear would be given to dry fanatics who seek to override the Constitution. A strong stand was taken against the Wood-Ernst bill to put the Prohibition Commissioner on the plane of a Cabinet officer, responsible only to the President, which has the Anti-Saloon League backing.

The following officers were elected: President, J. H. Webster, Detroit; first vice-president, F. R. Peterson, Portland, Ore.; second vice-president, J. W. Cookson, Wichita, Kans.; third vice-president, D. S. Sanders, Nashville; secretary, Samuel C. Henry, Chicago; treasurer, William A. Oren, Indianapolis, Ind. Executive Committee: Julius H. Riemenschneider, chairman, 2916 Broadway, Chicago, Ill.; J. F. Finneran, Boston; C. P. Gladding, Hartford; Ambrose Hunsberger, Philadelphia; C. H. Huhn, Minneapolis; J. J. Possehl, Milwaukee.

### Dorland Heads the Chemical Salesmen

Salesmen's Association of the American Chemical Industry at its annual meeting September 20 elected the following officers: President, Ralph E. Dorland, Dow Chemical Co.; first vice-president, E. A. McKinnon, E. I. du Pont de Nemours & Co.; second vice-president, George A. Bodie, (Continued on Page 418)

## AMERICAN SPECIALTY ASSOCIATION ENACTS ETHICS

Fifteenth Annual Convention Sets a New Record for Business Progress and Improvement—Decries More Trade Laws and Upholds Integrity of United States Supreme Court

### OFFICERS OF THE A. S. M. A. FOR 1923-24.

*President*—W. W. Frazier, Jr., Franklin Sugar Refining Co.

*First Vice-president*—F. D. Bristley, Royal Baking Powder Co.

*Second Vice-president*—R. R. Clark, Aunt Jemima Mills Co.

*Third Vice-president*—F. E. Barbour, Beech-Nut Packing Co.

*Treasurer*—D. O. Everhard, Ohio Match Co.

*Directors*—J. Graham Wright, Jos. Tetley & Co., New York City; B. F. Amos, Nestle's Food Co., New York City; A. E. Philips, Welch Grape Juice Co., Westfield, N. Y.; F. F. King, Colonial Salt Co., Akron, O.; Fred Mason, American Sugar Refining Co., New York City; Louis McDavit, Colgate & Co., New York City; S. D. Crippen, Bon Ami Co., New York City; C. E. Martin, Baker Food Products Co., Chicago, Ill.; Dr. J. H. Goldbaum, Fels & Co., Philadelphia; Richard H. Bond, McCormick & Co., Baltimore; F. S. Easty, G. Washington Coffee Co., New York City; R. P. Benedict, Lewis Lye Co., Philadelphia.

The fifteenth convention of the American Specialty Manufacturers' Association at Minneapolis, September 26-28, was by all odds the most successful and important of the whole series of assemblages. Besides enacting the code of ethics, which is printed on this page, the convention unanimously passed the following resolutions, besides others of less interest to our readers:

### State Trade Commissions

*Resolved*, That the American Specialty Manufacturers' Association hereby declares its disapproval of the enactment of statutes designed and effective to create State trade com-

missions empowered to regulate intrastate commerce for the reason that there is no public need for such additional regulatory legislation and its enactment will be more detrimental than useful.

Such legislation will ultimately result in placing American business under the regulation and subject to the control of forty-eight political commissions and in the promulgation of a mass of unnecessary, unduly repressive and conflicting regulations. The present anti-trust legislation existing in the several States, designed and effective to prohibit and prevent undue restraint of trade and private monopoly, fully protects the public against that conduct of trade which is detrimental to the public interest.

### Federal Trade Commission Act

*Resolved*, That the association does hereby recommend the amendment of Section 5 of the Federal Trade Commission Act, designed and effective to provide that the proceeding instituted for its administration shall be *in rem* if and where the method challenged is in general use and such a proceeding is feasible, otherwise the proceeding shall be *in personam*.

### Supreme Court of the United States

*Resolved*, That the American Specialty Manufacturers' Association does hereby record its disapproval of the proposal to amend the Constitution of the United States to the end that the Supreme Court of the United States may and shall be deprived of the power to invalidate legislation enacted by the Congress upon the ground that it is in contravention of the Constitution of the United States.

### Reports of Soap and Other Sections

Reports of the various sections were received. The most notable of these was that of the soap section, of which Sidney M. Colgate, of Colgate & Co., is chairman, which reported having held a meeting of executives and proprietors at which certain trade abuses have been considered and unanimously agreed to be undesirable, particularly deals, schemes, coupon plans, etc., and it was decided to hold an

### Code of Ethics Unanimously Adopted for Governing the Trade in American Specialties

#### OBLIGATION OF THE MANUFACTURER

1. Properly to manufacture, pack, store, handle and ship his products and to sell and deliver the older stock first. Hence, it is his duty

- (a) Keep his factory in a clean condition and to operate it in a sanitary manner;
- (b) To use pure and wholesome materials and to employ right methods;
- (c) To pack and ship his products in suitable containers, to handle them with due care, and to caution the carrier so to handle them;
- (d) To store his products where they will not be exposed to injurious heat, cold, dampness, or contamination, and
- (e) To maintain his stock in such an orderly array that the older stock will be delivered first.

2. To instruct all who deal in his products how properly to store, handle and care for them and to inspect the stock of his products in the possession of dealers with their consent, to insure the proper storage, handling and care of such products and to ascertain whether any are unsalable.

3. To protect all who deal in his products against loss or liability arising out of his fault.

- 4. To refrain from overstocking the dealer.

#### OBLIGATION OF DEALER, WHOLESALE OR RETAIL

1. Properly to store, handle and care for the products purchased and sold by him and to sell and deliver the older stock first. Hence, it is his duty

- (a) To keep his place of business in a clean condition and to operate it in a sanitary manner;
- (b) To handle his products with due care;
- (c) To store and display his products where they will not be exposed to injurious heat, cold, dampness or contaminations and
- (d) To maintain his stock in such an orderly array that the older stock will be delivered first.

2. Promptly to notify his seller of the receipt and condition of products damaged in transit, and to make due claim against the carrier for such damage.

3. Promptly to notify his seller of the possession and condition of unsalable products, and to withdraw them from sale immediately upon their discovery, to comply with any and all Federal, State and municipal regulations against the return of spoiled foods, for the compulsory destruction of which equitable adjustment should be promptly made.

4. Always to purchase prudently and not in excess of his measured ability to buy and duly sell.

other conference soon of accredited managers at which final steps will be taken to put an end to these practices.

W. L. Sweet, for the executive committee, announced that it had been decided to arrange next spring a visit to Europe by a joint committee of food manufacturers, wholesale grocers, retail grocers, brokers and other food factors to study how trade associations, food laws and the food business are handled in England and on the Continent, and already European representative men have pledged themselves to join the party to assure its success.

It was announced that in a short time the association will invite a food trade conference at Washington to consider certain desirable amendments to the practical application of the Federal Trade Commission Act; to frame such amendments and urge their adoption by Congress.

#### Work of Standardization Committee

Louis McDavit presented the report of the Standardization Committee and in it he pointed out that he, as chairman of the committee, in company with the association's secretary, H. F. Thunhorst, attended the meeting in Washington on January 16, when the matter of ascertaining the sizes, weights and styles of various containers used by different manufacturers was discussed very thoroughly. Since that time the idea of changing the outside containers has been abandoned and manufacturers are devoting their whole time to eliminating unsaleable or "dead" styles. The abuses in the matter of handling unsaleable styles which have cropped up are rather negligible among manufacturers in the association.

The report pointed out that the Secretary of Commerce, Herbert Hoover, as well as the other members of the Department, wish it emphatically understood that the Government does not intend to dictate or compel any changes in styles. The Government wants the manufacturers to feel that it is at their service if the manufacturers can get together and agree upon changes which would be economic and point to the elimination of waste. The Government, Mr. McDavit stated, stipulates that if it takes part in such a meeting, the manufacturers should agree to a certain procedure and should not voluntarily change it without first consulting the Government. Accordingly, where there is a group of manufacturers that realizes that there is an economic waste among themselves through continuing certain styles or sizes that might better be eliminated for the good of all concerned, if they will voluntarily get together, they can rely on the Department of Commerce sending a representative to consult with them and help them in every way possible to accomplish the result they want.

In view of the fact that the plan of simplification, which has been substituted for standardization, has met with such meager response during the last year, Mr. McDavit suggested that the Committee on Standardization be discharged and the activities toward simplified practice be conducted through the secretary's office. The recommendation was adopted.

#### Counsel Dunn Discusses Federal Board

Demand for an early cessation of unwarranted Governmental interference in business, particularly in reference to recent Federal Trade Commission activities in attempted classification of manufacturers' customers and in opposition to resale price maintenance, was voiced by Charles W. Dunn, general counsel for the American Specialty Manufacturers' Association, in his talk before the convention. American business must be free to conduct its own affairs without Governmental meddling and unwarranted publicity in cases where complaints against manufacturers are registered, he said.

Mr. Dunn condemned the practice of the Federal Trade Commission in publishing its complaints against manufacturers before investigating the case, and also condemned the commission's war upon resale maintenance. This campaign, he said, is based upon an erroneous construction by the commission of the decision of the Supreme Court in the Miles case.

"With the principle of the commission act and its unqualified declaration against unfair methods of competition in interstate commerce, all must be in complete and sympathetic accord," he said. "The Sherman act commands business to compete and compels free competition. The

commission act commands business to compete fairly, and compels that fair competition without free competition.

"The Sherman act protects the right of freedom to trade from undue restraint of trade and monopoly. The commission act protects that right from those unfair methods of competition which constitute the means by which the undue restraint of trade and monopoly condemned by the Sherman act are introduced. The Clayton act prohibits price discrimination, exclusive sales contracts, and other specific practices where, under the circumstances of their use, it is probable that they will be effective unduly to lessen competition or create an actual tendency to monopoly. Acceptable, therefore, in principle, purpose, and declaration, we are constrained to examine the official construction and application of the commission act in order truly to appraise its practical public value."

Mr. Dunn defined the Federal Trade Commission, and pointed out that the number of complaints issued has been surprisingly small. However, he said: "Complaints should not be dismissed without published reasons. The public, not being fully informed of the act and its purpose, is prone to accept complaint as an indication of guilt."

"The act is not penal, but prophylactic in character. It is not designed to punish the user of the method condemned, but only to prevent its use. The act is not aimed at the person, but at the method. We can see no useful purpose gained by such publication in the normal case and in the absence of special circumstances demanding such publication in the public interest, and it may be and is injurious to the party. This is evidenced by the fact that twenty-five per cent of the complaints are dismissed by the commission."

#### Commission Cannot Lawfully Select Customers

"The commission has no legal or moral right to select customers for a trader," Mr. Dunn continued. "Neither has the commission the right to compel a trader to sell to one against his will or to fix his price or to pass upon its reasonableness. A refusal to sell involves a right, whereas a proposal to buy involves but a privilege."

In conclusion Mr. Dunn stated that the Mennen and biscuit cases constitute a direct attack upon the essential right of freedom to trade. Government success in either of these cases would revolutionize the process of merchandising and result in the elimination of the wholesale grocer. He suggested that the best thing for American business would be an amendment to section five of the act to prevent, through premature publication, damage to the good-will or business reputation of any manufacturer against whom a complaint had been filed until such time as the complaint had been proven.

Mr. Dunn reviewed the numerous principles which have from time to time been called in question and definitely settled during the course of nine years' application. He also discussed the significance of some of the notable cases before the board, and reached the general conclusion that they have reflected a dangerous disposition to restrict freedom of action on the part of American business men, which he regarded as highly menacing and tending toward destructive hampering of business efficiency.

There have been thirty-nine decrees of the board reviewed by the Circuit Court, of which, he said, seven have resulted in affirmation of the original finding, five have resulted in modified adjudications, twenty-three have been wholly set aside and four are still pending. In other words, less than 20 per cent have been found valid decisions, 10 per cent partly valid and 60 per cent entirely void.

Of the cases reviewed by the Supreme Court, eight, or about 20 per cent, have been approved and confirmed; five, or about 10 per cent, have been partly confirmed, and thirty-four, or 70 per cent, have been wholly repudiated by the highest tribunal.

J. W. Herscher, president of the National Wholesale Grocers' Association; E. T. Meredith, former Secretary of Agriculture; and Irving S. Paull, chief of the domestic commerce division of the Department of Commerce, addressed the manufacturers.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

## BARBERS' SUPPLY DEALERS VIEW LATEST IN TOILETRIES

Twentieth Annual Convention of National Association Is a Big Success—Trade Exhibition, Discussions of Important Subjects, a Good Banquet and Automobile Trips Figure in the Week's Program.

The twentieth annual convention of the Barbers' Supply Dealers' Association of America was held at the Hotel Pennsylvania, New York City, October 8, 9, 10 and 11. The sessions were fairly well attended and in connection with the convention there were about thirty exhibits of toilet preparations used by the trade.

The first session was held on the morning of October 8, when the convention was formally called to order by the president, Walter Smith. In his annual message, President Smith reviewed the activities of the association in securing needed legislation and in opposing bills that if enacted into laws might be considered harmful to the interests of the business. He also pointed out that the public is more aware than ever of the importance of the work done by the industry and is more inclined than ever to take advantage of the toilet preparations which are offered.

The secretary's report was read by Joseph Byrne and Otto R. Haas, treasurer, read his report. Other reports followed by E. Cuddy and Mr. Byrne, after which a recess was taken and the afternoon was given over to a sightseeing trip of New York City in automobile buses which was particularly enjoyed by the out-of-town visitors.

Tuesday morning was taken up with the reading of three papers: "The Coloring of Toilet Preparations," by F. W. Heine, president of Compagnie Duval; "Stylicidal Symptoms of the Barbers' Supply Business," by Martin Walters, and the "Value of Co-operation," by E. Schneider. This was followed by a discussion on free goods led by Walter Smith and Bernard DeVry. The consensus seemed to be that free goods are an evil, and if a necessary one, much in need of intelligent control. At the afternoon session Martin Walters and Arthur Woodward reported on the certified barber shop and their recommendations were discussed generally. This was followed by talks by Emil Fretz and T. C. Mitchell on credit co-operation. The former told how credit information is exchanged in Texas in the trade, and Mr. Mitchell explained how it is done in Indiana. M. M. Fleron then made a few remarks on "Exchanging Razors."

At the Wednesday session, B. DeVry raised an interesting question: "Is Our Business Slipping?" It was a cleverly made address pointing to the competition that is coming to the barber shop in various ways. However, instead of slipping the business is gaining a firmer foothold every year. Roy Soule then gave one of his dynamic talks on merchandising, advocating modern methods of salesmanship in the barber supply trade.

George Chisholm followed with a paper on the "Oriental Barber and His Lesson to Us," and B. Covillo reported on the sale and distribution of barbers' supplies in New York City and vicinity.

The delegates then enjoyed a boat ride around Manhattan Island, as the guests of the J. B. Williams Co. and Colgate & Co. Lunch was provided on the boat, which left at noon and returned about 4 P. M., in time for a short business session.

The final day of the convention was opened by Henry Imke, of the United States Chamber of Commerce, who discussed business tendencies in general. E. C. Brokmeyer, general counsel, then gave a report showing what the association has done in the last year in protecting the interests of the business from inimical legislation. Routine reports were then given and the convention closed late Thursday afternoon after the election of the following officers: President, Emil Fretz, Dallas, Texas; treasurer, Otto R. Haas, Chicago, Ill., and secretary, Joseph Byrne, New York City.

The annual banquet and ball were held Thursday evening and were well attended by delegates, exhibitors and visitors. At the banquet Mr. B. DeVry was toastmaster and Julius Tannen, the vaudeville monologue artist, made a witty ad-



EMIL FRETZ  
Elected President

dress. Talks were also given by Walter Smith, former president; Emil Fretz, the new president; J. V. Reed, of the J. B. Williams Co., and A. J. Krank, St. Paul.

One of the features of the convention was the entertainment program provided for the visitors. This included theatre parties, luncheons, automobile trips, receptions and shopping tours.

Among those responsible for the success of the convention were the following committees: New York Committee: Edward B. Cuddy, chairman; P. Covillo, A. Gunzburg, M. E. Lewis, J. V. Curcio, M. Raines, P. H. Warshaw, R. Odell, A. Winarick, Irving Joseph, Peter DeVita, Sylvester Liotta, Frank Accardi, Louis Goldman and Henry Imke; Ladies' Committee: Mrs. Joseph Byrne, Mrs. James V. Reed, Mrs. L. A. Van Dyk, Mrs. A. L. Van Ameringen, Mrs. Arthur Dee, Mrs. E. Cuddy, Mrs. Walther Jenkins, Mrs. Joseph Driscoll, Mrs. S. E. Umensetter and Mrs. Peter J. Michaels, chairlady.

Toilet preparations were the most numerous of the exhibits shown of interest to the delegates.

Among the chief exhibits were the following:

*American Perfumery Co., New York City.*—A new lemon cream was featured by this company in its exhibit of products which it manufactures for the barber supply trade. The company was represented by G. Naddeo.

*David Berg Industrial Alcohol Co., Philadelphia, Pa.*—Samples of formulas 39-A, 39-B, 39-C, 36 and 40, specially denatured alcohol, were shown. The company was represented by Messrs. Jacobson, Shelling and McCarthy.

*Commercial Laboratories, Newark, N. J.*—A special package for holiday trade and 16 different toilet preparations in small packages for the retail drug trade, which are furnished complete under private brands in three different lines, were shown. The company announced that a new line will be forthcoming after next January 1. A complete line of barber supplies in from 2 ozs. to 5 lbs. packages was shown. The company was represented by F. K. Winegard, J. F. Miser and A. J. Ott.

*Colgate & Co., Jersey City, N. J.*—A full line of Colgate preparations, including a new silver polish, was shown. A cut out display, "His First Shave," attracted considerable attention to the booth, where samples of Colgate's preparations were distributed. The company was represented by W. S. Jenkins and J. F. Carney.

*Compagnie Duval, New York City.*—Oleo Oreon and a new Lily of the Valley, as well as Oriental J. and Lilac Vegetal C., were among the interesting specialties shown. In addition, samples from the company's large line of products were on display. The company was represented by F. W. Heine and Martin H. Carey.

*Compagnie Parento, Croton-on-Hudson, N. Y.*—Essential oils and synthetics offered by this company were displayed and finished products also were shown to give an idea to visitors as to how the essential oils and synthetics are used. The company was represented by A. Doolittle, H. R. Ramsey, J. H. Hall and H. F. Davidson.

*Davies Young Soap Co., Dayton, Ohio.*—Liquid and paste shampoo and base soap were shown. The company was represented by Mr. and Mrs. H. H. Heidbrink and S. M. Kline.

*Florasynth Laboratories, Unionport, N. Y.*—The complete line of the company's preparations of interest to the barber supplies trade, were on display. The representative was Alexander Katz.

*Kranich Chemical Co., Brooklyn, N. Y.*—Guaranteed 45

per cent anhydrous soap shampoo was featured by this company. In addition the full line of the company's products was shown. The company was represented by Herbert Kranich and Augustus Kranich.

*A. L. Van Ameringen, New York City.*—Lilac saturated blotting cards were distributed and visitors at the booth had the privilege of being sprayed with rose water. The company was represented by A. L. Van Ameringen.

*L. A. Van Dyk, New York City.*—Specialties shown by this company were, Lilacynth, a new lilac odor; Mecca and a new low-priced Locust. Representatives were: William Schilling and F. H. Pittman.

*Van Dyk & Co., New York City.*—Perfumery raw materials, including Blue Blossom, Pelotone and Quinine Supreme, were shown. The company was represented by Frank Woodworth, Max Isermann and David V. Rosenglick.

Other exhibitors were: Odell & Co., Newark, N. J.; R. W. Hussey Co., Watertown, Mass.; Boneilla Laboratories, New York City; Holman Soap Co., Chicago, Ill.; Misner Manufacturing Co., Detroit, Mich.; Amarosa Co., Brooklyn, N. Y.; Scotts' Preparations, Inc., New York City; M. Shaffer Co., Philadelphia, Pa.; Paul Westphal, Inc., New York City; Big Six Laboratories, Atlanta, Ga.; Sta-comb, Los Angeles, Cal.; Newbros' Hericide, Detroit, Mich.; Grant Watkins Co., Boston, Mass.; National Products Co., Eau Claire, Wis.; Edlis of Pittsburgh, Pittsburgh, Pa.; S. S. White Dental Manufacturing Co., Philadelphia, Pa.; Ar. Winarik, New York City; T. Noonan & Sons' Co., Boston, Mass.; Clench-Metcalf Co., Detroit, Mich.; Wildroot Co., Buffalo, N. Y.; J. B. Williams Co., Glastonbury, Conn.; Normany Products Co., Los Angeles, Cal.; Bonheur Co., Syracuse, N. Y.; Crusellas Rhum Qunquinia Co., New York City; H. Clay Clover Co., New York City; Baldpate Co., New York City; Koken Co., St. Louis, Mo., and Lucky Tiger Remedy Co., Kansas City, Mo.; E. A. & W. E. Child, New York City; E. E. Dickinson & Co., Essex, Conn.; Checker Hair Tonic Co., Detroit, Mich.; Mark W. Allen & Co., Detroit, Mich.

#### ASSOCIATIONS, SOCIETIES AND CLUBS

(Continued from Page 414)

*Roessler & Hasslacher Co.*; third vice-president, David Stewart; *Noil Chemical Co.*; secretary, A. J. Binder; *Sherwin-Williams Co.*; treasurer, George Ashworth, *Dow Chemical Co.*; members of executive committee for two years, George Dunning, *Edward Hill's Sons Co.* and D. H. Killeffer, *Journal of Industrial and Chemical Engineering*; for one year, Fred L. Hensler; John W. Boyer, *ex-officio*, as retiring president.

The annual banquet, held at the Commodore Hotel in connection with the Chemical Exposition, proved a great success. John W. Boyer, president, introduced the toastmaster, Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association. The speeches of Major General Henry T. Allen, U. S. A., and Dr. Edgar Fahs Smith, provost-emeritus of the University of Pennsylvania, were heard with appreciation by the chemical men and by countless thousands who listened in on the broadcasting through WJZ. The radio was cut in while the diners were singing "The Sidewalks of New York."

#### American Drug Manufacturers Plan Convention

The thirteenth annual meeting of the American Drug Manufacturers' Association will be held at the Biltmore Hotel, New York, during the week of April 7, 1924. Various committees of the association have been pursuing investigations preparatory to the meeting which is expected to be one of the best in its history. Details of the program will be announced later.

The executive committee of the organization, with its regular and *ex-officio* members, as now constituted, is as follows: Regular members, Dr. Albert S. Burdick, president, Abbott Laboratories, Chicago; S. B. Penick, vice-president, S. B. Penick & Co., New York; Willard Ohlinger, vice-president, Frederick Stearns & Co., Detroit; Ralph R. Patch, vice-president, E. L. Patch Co., Boston; Franklin Black, treasurer, Chas. Pfizer & Co., New York; Oscar W. Smith, Parke, Davis & Co., Detroit; Charles G. Merrell,

Wm. S. Merrell Co., Cincinnati; Dr. S. R. Light, the Upjohn Co., Kalamazoo; Horace W. Bigelow, Parke, Davis & Co., Detroit. *Ex-officio* members, Dr. H. C. Lovis, Seabury & Johnson, New York; Charles J. Lynn, Eli Lilly & Co., Indianapolis; William A. Sailer, Sharp & Dohme, Baltimore; secretary, Carson P. Frailey, 507 Albee building, Washington.

#### American Manufacturers of Toilet Articles

The Executive Board of the American Manufacturers of Toilet Articles held a meeting in this city on October 1, at which various matters of interest to the members and the trade generally were discussed and acted upon. Those present were: Gilbert Colgate, president; Northam Warren, first vice-president; Edwin Sefton, second vice-president; C. M. Baker, secretary; D. H. McConnell, H. H. Bertram, William L. Schultz, executive committeemen, and W. L. Crounse, Washington representative.

#### Chemists Honor Dr. Browne, Bureau's New Chief

Dr. Charles A. Browne, the new Chief of the Bureau of Chemistry, Department of Agriculture, Washington, D. C., was the guest of honor September 25 at a dinner at the New York Chemists' Club on the eve of his departure from the city to assume his new duties. Some seventy of Dr. Browne's associates in the realm of chemistry were in attendance and there were numerous letters and telegrams from far-away friends who could not attend, which, with the speeches of those present, made a felicitous symposium which rarely greets the onward progress of scientists.

After a repast of unusual excellence Prof. M. T. Bogert paid his tribute to the guest, and continuing as toastmaster introduced the first speaker, Dr. Harvey W. Wiley, who related reminiscences of the Bureau of Chemistry, of which he once was the Chief. He declared Dr. Browne was particularly well equipped for the post. Others who sent word to this effect included Dr. C. S. Alsberg, Dr. C. H. Herty and Dr. C. F. Chandler. Dr. W. D. Bigelow, Dr. L. H. Backeland and numerous others voiced orally their tributes, and Andrew Stewart, for the New York Sugar Trade Laboratory, presented a gold watch and chain to Dr. Browne as a more tangible and permanent token of appreciation of the recipient's service in the cause of chemical development.

#### New York State Chamber of Commerce

Prohibition was the chief topic at the October meeting of the Chamber of Commerce of the State of New York. At a previous meeting it had declared in favor of modification of the Volstead Act, but on a technicality the matter was postponed to the October meeting. A long series of preambles and resolutions was adopted by large majority, obstructive motions of Judge Elbert H. Gary and another speaker being voted down overwhelmingly. The gist of the action taken is that the Chamber opposes the retention of the Volstead Law in its present form and requests that it be "revised and modified so as to conform more nearly with the public sentiment and on lines that are more reasonable, just and practicable."

William H. Williams caused some amusement by saying that his barber had told him that he drank whiskey because his beer had been taken from him.

"I believe the Chamber is not going far enough with this resolution," said Mr. Williams. "If we believe that the Volstead Act is an injurious act—and I believe a great deal of the unrest and so-called Bolshevikism in the United States is nothing more than discontent caused by the Volstead Act—I believe that we should go further. It is something that this Chamber cannot evade."

When President Bush announced that the resolution had been carried, there was prolonged applause.

#### New York Allies Meet October 30

Perfumery, Soap and Allied Industries of New York will hold its first meeting of the current season at the Hotel Astor, New York City, on Tuesday evening, October 30, at 7 P. M. Karl Voss, secretary of the association, has promised an evening of unusual entertainment and for that reason a good attendance is expected.



### OFFICIAL REPORT FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our September report Gordon M. Day, president; Thomas J. Hickey, attorney and executive secretary, and other officers and committeemen of the Flavoring Extract Manufacturers' Association of the United States have been active as usual in looking out for the interests of the industry and the members. Richard H. Bond, vice president and chairman of the legislative committee, has been busy also in connections with the sessions of the Alcohol Advisory Committee at Washington and at the American Specialty Manufacturers' Association convention in Minneapolis, where he was elected a member of the board of directors for a term of three years. Some of the problems of this association are interwoven with the puzzles that are met by members of the Flavoring Extract Manufacturers' Association and Mr. Bond's election to the directorate is sure to be of great value to the members of both associations. An account of the Specialty convention is given on another page of this issue and our Washington Correspondence covers the developments in the alcohol situation.

House Bill 64, introduced by Mr. Hoover in the Arkansas Legislature, which taxes extracts 5 per cent on a sales basis is summarized on another page of this issue. The bill should be opposed.

#### Vanilla Bean Imports for Eight Months

Government figures on the importation of vanilla beans for July and August and for eight months of the year 1923, with comparisons, are as follows:

	Pounds		Valuation	
	1923	1922	1923	1922
July .....	89,305	94,238	\$324,437	\$187,619
August .....	81,890	91,888	278,568	176,432
8 months .....	855,741	823,975	2,408,545	1,719,214

Monthly valuations since the first of the year have been ranging as follows: January, \$259,081; February, \$147,899; March, \$139,351; April, \$273,651; May, \$459,753; June, \$525,805; July, \$187,619; August, \$176,432.

#### Exports of Flavoring Extracts

Department of Commerce returns for the eight months of this year up to September 1 place the exports of flavoring extracts and fruit juices in that period at a valuation of \$446,820, as against \$568,951 in the corresponding months of 1922. July exports: 1923, \$70,109; 1922, \$76,819. The August figures: 1923, \$57,793; 1922, \$54,700.

#### Information in Other Departments.

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade Marks, and other departments of THE AMERICAN PERFUMER.

### MARKET FOR OUR FLAVORINGS AND SOFT BEVERAGES IN MEXICO CITY

The use of imported flavoring extracts in the manufacture of syrups, ice creams, cake icing, and candies is fairly large in Mexico City owing to the fact that locally made extracts cannot compete in the high-class restaurants, soda fountains, and bakeries with the foreign product, says Warren Ullrich, clerk to the Trade Commissioner, Mexico City. The flavors most in demand here in Mexico City are as follows: Vanilla, orange, lemon, cherry, sarsaparilla, grenadine, nectar, chocolate, grape, mint, mocha and maple. The mint flavor is the only one manufactured locally that can compete with the foreign product.

The majority of the fruit juices are put up locally because of the abundance of fruit available for this purpose. There are several manufacturers in Mexico City who are canning all kinds of fruit juices for the local trade. Probably the most popular of such juices are the pineapple, strawberry, raspberry and guava.

The market for American soft drinks is as yet very small. The largest user of a popular American drink is an American restaurant and soda fountain located in Mexico City. This firm uses one 50-gallon drum of this drink each month. All other soda fountains of lesser size are importing in 4 and 5 gallon lots. There is no sale of this drink in bottles, the only sale being made from the soda fountains, of which there are only four or five popular ones in the city. The use of American-made grape juice is beginning to develop and it is believed that the sale will expand in the near future. Several well-known brands are now on the market and are being carried by the higher-class grocers and liquor wholesalers.

#### VANILLA CULTIVATION IN MADAGASCAR

Professor C. Chalot, of the (French) National Institute of Colonial Agronomy, has contributed to *La Parfumerie Moderne*, of Lyons, two very interesting and authoritative papers describing in detail the methods of vanilla cultivation and preparation as carried on in Madagascar and the neighboring French dependencies. These islands produced and exported almost 500 tons of vanilla in the year 1921.

Professor Chalot describes the botanical peculiarities of *Vanilla Planifolia* (the true vanilla, most valuable of the fifty or more species of vanilla now known) in detail. It is a liana, or climbing plant, bearing flowers having both stamens and pistil, these being separated, however, by a partition, so that artificial pollination is required. This is a simple process, and can be performed upon 800 or 1,000 flowers in a morning, by a woman or child.

As a support for the vanilla plants, young trees of *Jatropha Curcas* (the Barbados purging nut tree) or *Casuarina Equisetifolia* (the ironwood, known in the Philippines as *agocho*, in Malaya as *ru*, though Chalot calls it *Filao*) are employed. These trees not only support the vanilla plants, but also furnish them necessary shade.

A vanilla plantation is started by planting cuttings of the vine, about a yard long, and containing several nodes, at the

foot of the supporting trees, which should be about a year old. This is done at the end of the dry season. Only about a third of the length of each cutting is embedded, and that only to a depth of a couple of inches, while the other end is placed against the tree. They soon develop both earth roots and air roots, and climb. Certain precautions are observed, notably the keeping of the vines at a convenient level for pollination and harvesting, the providing of fertilizer, such as old banana stalks, weeding and prevention of fungous parasites, and pruning. A plantation only lasts seven or eight years, during which time it may bear four or five harvests. It must then be replanted.

Soon after pollination, which succeeds in about 90 per cent of the flowers treated, the beans begin to develop, and after a month they are branded with an instrument bearing tiny needles, about a millimeter long, set in the form of the owner's initial or other device.

The beans must be picked when they are just the right stage of maturity, not ripe, but just beginning to turn yellow at the end. If too green, they become woody on curing; if too ripe, they spoil. The harvest begins about seven months after flowering, and lasts two or three months.

The beans, when picked, are smooth, full and green, and without odor. All the aroma of vanilla is developed in the curing process, which, in the French colonies on the Indian Ocean (Madagascar, Comoro Islands and Réunion) is usually carried out as follows:

The beans, after sorting into long, short and broken grades, are scalded in hot water (about 145° F.), for a period of from two to three minutes. Formerly, boiling water was used, but was found to cause more spoilage, woody beans and lower yields. By the present method, a kilogram of finished vanilla is obtained from as little as 2.8 kilograms of green beans.

The scalded beans, after draining a moment, but still warm, are packed in a chest or barrel lined with wool, to undergo the sweating process for 24 hours. The next stage is the sunning, for which the beans are laid out on trays under cloths and exposed to the sun for five or six hours daily, for five to seven days. If the sunlight fails, this stage of the process is supplanted by artificial heat in a dryer kept at 112-121° F., and requires about four days.

The last and most difficult stage of the curing is the slow air drying in the shade, the beans being spread out on trays in a large drying shed, and inspected daily. This takes from four to six weeks. When, according to the experienced eye and hand of the inspector, a bean has become sufficiently shrunken, hard and wrinkled, it is removed and packed.

After a final careful inspection and sorting into grades and lengths, the beans are tied into bunches, which are packed in parchment-lined tins containing 10 to 12 kilos each, three of which go to a case.

Professor Chalot also describes briefly the methods used in the French West Indian colony of Guadeloupe for preparing vanilla and *vanillons*. The latter are not scalded, but are scratched lengthwise to facilitate drying. During the drying they are worked with the hands. These beans are shipped in bulk, not tied in bunches.

The average yields of finished vanilla are about 130 kilos per hectare in Réunion, and about 150 in Madagascar (corresponding to about 115 and 132 lbs. per acre, resp.).

Professor Chalot describes the following injurious agencies with which the vanilla planter must contend: The vanilla Anthracnose, a fungous disease; the Tyroglyphus, a tiny white mite which attacks the finished beans; and various insects, to which are attributed the frequent "scabby" beans with cork-like streaks or spots. He also discusses the theories advanced by various authors to account for the formation of vanillin during the curing of vanilla, the chemical composition of the beans, the price range of vanilla from various producing regions, the specifications of the commercial grades recognized in France, colonial legislation affecting the industry, the principal vanilla markets, and the commercial history of vanilla in the Indian Ocean colonies. Finally, he suggests the advisability of establishing an experiment station for the improvement of methods of cultivation and preparation of vanilla, which has proved to be a commodity of rapidly growing importance.

## PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, Soap Section and other departments for further information.

### Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 11,401 to 11,450, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

11,417. Adulteration and misbranding of vanilla beans. U. S. vs. 8 boxes of vanilla beans. Consent decree of condemnation and forfeiture. Product released under \$1,000 bond. Sold as "Vanilla Mexican Beans," the same being Tahiti vanilla beans.

Olive oil misbranding and adulteration seizures resulted in only one fine of \$300.

### California's Olive Oil Industry

W. V. Cruess, of the Fruit Products Laboratory, University of California, in the August 6 issue of *Chemical & Metallurgical Engineering* has an interesting and comprehensive article on "California Olive Oil," describing the progress of the industry and detailing the refining methods. From fruit unsuitable for pickling, the State now produces about 200,000 gallons of olive oil annually.

### FLAVOR TAX REGISTRY RULE AMENDED

Internal Revenue Commissioner Blair has issued the following revision of the regulations in relation to the registration of manufacturers and others in connection with collecting the tax on flavors, beverages, etc.:

"Article 26 of Regulations 52 (revised December, 1921), previously amended by Treasury Decision 3504 [Bulletin II-19, p. 9], is hereby further amended to read as follows:

"Art. 26. Registration.—Every manufacturer of cereal beverages; of unfermented fruit juices or imitations thereof; of still drinks; of natural or artificial mineral waters or table waters, or imitations thereof; of finished or fountain sirups; of carbonic-acid gas who sells such gas to a manufacturer of carbonated beverages, or to a person conducting a soda fountain, ice cream parlor, or other similar place of business; of carbonic-acid gas who uses such gas in the production of carbonated beverages; of carbonated beverages made with concentrates, essences, or extracts; of carbonated beverages made by use of finished or fountain sirups manufactured by such manufacturer; and every person conducting a soda fountain, ice cream parlor, or other similar place of business who manufactures any sirups of the kind mentioned in article 13, shall, on or before January 1, 1922, or within 10 days after commencing business, make an application for registry, by filling out Form 848 with all information there called for, and duly execute it under oath. Such application shall be made to the collector in whose district his place of business is located.

"Upon receipt of application on Form 848 the collector will execute and mail to the applicant Form 848-A certificate of registry, which must be kept posted in a conspicuous place of business at all times. This certificate is not transferable from one person to another or from one place of business to another.

"The law provides a penalty of \$1,000 for failure to register or for failure to keep certificate of registration posted."

### Soda Water Flavors Manufacturers Meet

An account of the annual convention of the National Association of Manufacturers of Soda Water Flavors held at Providence, R. I., on October 15, will be published in our November issue.



Emile Schlienger, senior partner of Bertrand Freres, Grasse, France, arrived in New York October 6 on the *France* and is now in the Mid-west with the American agent of the firm, P. R. Dreyer, of New York City, visiting the trade.

In an interview with the Editor Mr. Schlienger made some very interesting observations regarding the situation in Grasse and cleared up several points regarding the shortage of oils in the cases of certain flowers which were reported as having yielded normal crop.

"In the case of the rose this year the yield in crop was not as good as under normal conditions," he said. "Previously 1,000 kgs. (2,200 lbs.) of flowers would yield 2.1 kgs. of solid concrete; this year the yield was much reduced



P. R. DREYER      EMILE SCHLIEGER

and the average is only about 1.8 kgs. Thus it will be seen that there was a reduction of production of about 15 per cent from the same quantity of flowers. The prices paid to the farmers for the flowers this year was an average price and we cannot look forward to any lower prices for the next few years. If the Grasse factories were to offer lower figures to the farmers it would simply result in the farmers digging up the roses and planting grain or other crops that would yield better results to them.

The price paid to the farmers for the jasmin crop was too high but on account of the impending shortage a number of the perfume manufacturers in Grasse bid against each other and forced the price up. The yield was fully 50 per cent below expectations and the quantity of concrete produced will probably not meet the requirements of perfumers the world over until the 1924 crop is available.

"In the case of lavender, this mountain flower suffered along with most of the other crops in that the marked spell of cold weather in June, the bad drought and the

difficulty in getting pickers in the Southern section, reduced the yield so that there is not likely to be more than sixty tons of oil available. The situation as to the shortage of crops in general in the South of France is quite similar to that in the United States with regard to the hay crop, which, I am told, is about half of the normal amount due to the cold weather and drought during June."

John H. Rindell, secretary of Charles A. Rindell, Inc., Chicago, and E. M. Kaylor, manager of sales in the toilet goods division of the Metal Package Corporation, of New York, are the two gentlemen in this photo, a snap shot taken on Mr. Kaylor's recent Mid West tour. J. H. Rindell is a son of Charles A. Rindell, head of the firm bearing his name and is a recent graduate of the University of Illinois. When he was younger friends of the family called him by his middle name, Harmon, but when he really started in to grow up they converted his front name into Jack, for as he towered skyward they could only think of his emulation of "Jack and the Bean Stalk." He now has reached six feet, three inches, and is alert, vigorous and smiling. As his father's right bower in Rindell, Inc., he is going to make the business grow in keeping with his own physical tendency to go to the top. Besides the Metal Package Corporation, Rindell, Inc., represents the Addison Lithographing Co., of Rochester, N. Y., and the Stanley Manufacturing Co., of Dayton, Ohio. The offices are at 64 West Randolph street, Chicago.



JOHN H. RINDELL (left)  
and E. M. KAYLOR

The many friends in the industry of Walter T. Hathaway will be pleased to learn that he and Mrs. Hathaway passed their fortieth marital milestone on October 3. They received the congratulations of their relatives and many friends. The same day marked the forty-eighth year of Mr. Hathaway's service with Colgate & Co., where he is active in the general supervision of the purchasing department.

Announcement is made that the Palmolive Co. will move its headquarters from Milwaukee to Chicago within a very short time, although the manufacturing plant in Milwaukee will continue to be operated by a superintendent. An Eastern plant will be built at Edgewater, N. J.

Among the officials who will move to Chicago are: Charles S. Pearce, vice president; Bert A. Massee, assistant to the president; Felix Lowy, general sales and advertising manager; William B. Johnson, secretary, and A. J. Lutterbach, controller. Mr. Pearce, Mr. Massee, Mr. Lowy and Mr. Johnson are all members of the board of directors.

Heads of departments and the other important officials will be included among the movers. A total of 275 Milwaukeeans have been employed in the various offices which will move with the headquarters. Among others who will move to Chicago are: Arthur M. Burkhardt, head of the purchasing department; Louis C. Proesch, head of the credit department; Alex M. Craigie, assistant sales manager, and G. Van Werveke, manager of the export department.

"The move has been contemplated for a number of years," said Mr. Pearce, adding that expansion of the business has made it advisable to operate out of Chicago as being more centrally located from the standpoint of both communication and distribution. "Mail from all parts of the United States and from foreign countries reaches Chicago a business day earlier than it does in Milwaukee. Another important consideration will be the fact that the company will be nearer to the raw material market in Chicago. Practically all of our tallow is bought in the Chicago market. For several years we have operated at a disadvantage in that respect."

Mr. Massee stated that a third reason for the change is the greater accessibility of Chicago to the 760 salesmen whom the Palmolive company keeps constantly on the road.

The Palmolive company also has announced the location of its new eastern factory site, recently purchased, as a step toward more efficient production for foreign markets. It is situated at Edgewater, N. J. Work on the plant will not begin until building prices are in a more stable and normal condition, Mr. Pearce stated.

The company has four plants at present, besides the Milwaukee plant, located in Chicago, Portland, Ore.; Toronto, and Sidney, Australia. Sales offices are maintained in practically all large cities in the United States and Canada, and in many foreign countries.

Caleb E. Johnson, president of the company, who has retired from the active management, and has an estate in Florida, has ordered the sale of his home, one of Milwaukee's beautiful dwellings, it was announced by B. A. Massee, Mr. Johnson's son-in-law, who stated that the sale had practically been completed. The Johnson home, overlooking the lake at Wahl and Bradford avenues, is built in the Italian villa style. It has attracted much attention on account of its unique architecture and handsome interior. The house until recently has been occupied by Mr. and Mrs. Massee.

Za-Rex Food Products, Inc., fruit syrups, has begun erection of a new factory at the King terminal of the New York, New Haven & Hartford Railroad, in South Boston, Mass. The structure will be fireproof and have 36,000 feet of floor space.

A. C. Lansing, Associate Contributing Editor of our *SOAP SECTION*, is receiving congratulations from his numerous friends on his recent marriage. The happy bride was Miss Dorothy Helen Jones and the ceremony was performed October 6 in Trinity Chapel, Toronto. The honeymoon trip was made to Lake Simcoe. Mr. and Mrs. Lansing are at home at Woodcliff, N. J.

Mr. Lansing, who is a member of the American Chemical Society and other prominent societies, has won recognition for his research and experimental work in chemistry.

The engagement of James Hunter Hall and Miss Mildred Elizabeth Capron is announced by the latter's parents, Mr. and Mrs. Sylvester C. Capron, of Boonville, N. Y. Mr. Hall is the president of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., and is the son of the late George Hall, long identified with important firms as a perfume chemist, and of Mrs. Julia Doolittle Hall. Hosts of friends of Mr. Hall's parents in the trade, as well as his own numerous clientele, will join in extending their heartiest best wishes. The wedding will take place in Boonville, the home of the bride, Saturday, November 3, at 12 o'clock.

Mr. and Mrs. Clarence Morgan were in New York a few days following Columbus Day and also visited Boston before returning to Chicago. Mr. Morgan is established in business at 355 West Ontario street, Chicago, Ill., representing in the Mid-west the following firms: Belgian Trading Co., Inc., New York; the Chatfield Mfg. Co., Cincinnati, Ohio; Emery Candle Co., Cincinnati, Ohio; Thomas Keery Co., Hancock, N. Y.; Charles Mathieu, New York; Tartar Chemical Works, New York; and Thurston & Braich, New York.

Announcement has been made of the marriage of John Percival Roosa and Miss Margaret Kathryn Riedinger, at Cincinnati, on October 3, by the bride's parents, Mr. and Mrs. William Riedinger. The happy couple will be at home after November 1 at 212 Northern avenue, Avondale. Mr. Roosa is of the Roosa & Ratliff Chemical Co., 104-106 West Second street, Cincinnati, and is a member of the Flavoring Extract Manufacturers' Association. At the recent fourteenth annual convention of the association he was one of the most active and energetic wires in the entertainment committee. Numerous friends among our readers will join in the heartiest congratulations to the Roosas.

Mr. and Mrs. Williard A. Walsh arrived in New York on September 25 on the *Leviathan*, ending a four months' trip to France. Mr. Walsh is vice-president of Morana, Incorporated, New York City.

F. Deming Hoyt, who covers New England for the Orbis Products Trading Co., Inc., New York, was in the city recently calling on old friends in the trade.

Leon Givaudan, head of the well-known Swiss synthetic house of L. Givaudan & Co., Geneva, Switzerland, arrived in New York on the *Paris* on October 21, accompanied by his nephew, André Givaudan. They expect to be here about six weeks and will make their headquarters with George Lueders & Co., the American agents of the firm.

Illinois Glass Company's Semi-Centennial Reveals Great Progress in Bottle Industry and Accessories.



WILLIAM ELIOT SMITH  
1844 Founder 1909



GEORGE M. LEVIS  
President



EDWARD LEVIS  
1819 Founder 1903

"Fifty Years of Achievement in Building Up a Service of Better Bottles" is the title of a book from the press of the Carton & Label Division of the Illinois Glass Co., of Alton, Ill. It is handsomely illustrated and artistically printed, typifying in a most convincing manner the progress of the company in its half century of growth and expansion. Herewith are portraits of the two founders and the present head of the company, together with a general bird's-eye view of various units which now represent the fruition of the seed sown in 1873 by the founders of this vast enterprise.

The book goes back with glimpses of the early history of glass making, reproducing by permission of the Metropolitan Museum of Art, New York, Charles F. Ulrich's celebrated painting, "The Glass Blowers of Murano." Other

illustrations show the company's old plant in the early days and then follow engravings accompanying descriptions of the great strides in the modern industry. From the old pot furnaces and pipe-blowers to the huge automatic machines and other improved equipment a story of its own, without the text, is told. Comparing the battery of plants, as shown below, with the first little factory is an object lesson alone.

Above are William Eliot Smith, first president, and Edward Levis, secretary and treasurer, who founded the company and incorporated it in 1873. Also George M. Levis, now president, of whom more further on.

The start in Alton was made with very limited capital and the first plant consisted of only one small five-pot furnace. Mr. Smith was not only president of the com-



pany but its only salesman and his genial personality proved a factor of moment. Until his death in 1909 he maintained active charge of a business which had expanded and progressed beyond his fondest dreams.

Edward Levis was in charge of the factory and the production end. He managed the plant while Mr. Smith was out on the road. Later he became vice-president, which office he held until his death in 1903. Besides giving his time, energy and untiring effort to the Illinois Glass Co., Edward Levis made another contribution. He gave six sons, all of whom went to work in the factory as soon as they were able. Beginning at the bottom and working for low wages, all of the Levis brothers have worked up through the ranks and the practical experience thus gained has been of untold benefit to them, to the company and to its employees.

Five of the brothers are officials of the company at the present time. George M. Levis is the president, John M. Levis, Charles Levis, Nelson Levis and R. H. Levis are vice-presidents, the latter also being treasurer. Other present officers are Oscar S. Thompson, vice president, and Frank Ferguson, secretary. A page group in the book shows all of the executives. They are the sort of men who inspire loyalty, energy and constructive effort in an establishment in close touch with the spirit of the founders who blazed the way for a great success.

Once there happened what might be called a crisis in the Illinois Glass Co. The hand blowing of bottles, dating back before Tut-anhk-Amen's regime, was menaced in 1906, when the first successful bottle blowing machine, after years of experiment, was made in America. In 1910 the company faced and met the problem. It was operating one of the largest hand blown plants in the country, employing hundreds of glass blowers and other workmen. The effect on the employees was a consideration and the substitution of large, complex and expensive machinery for hand labor was forbidding, while it meant also the rebuilding of the furnaces and increasing them tremendously in size.

The change was made, the labor saving machine provided more positions in the enlargement of output and the industry prospered. In 1920, just ten years after the installation of the first machine, the company installed another completely new type of automatic machine, to overcome certain license restrictions which hampered the operation of the original. An illustration in the anniversary book gives some idea of the marvelous mechanism of the two types of machines that have done much to revolutionize the bottle industry in the last fifteen years.

The ingredients of glass, the processes and even facts about the construction of furnaces, with views of quarries, mills and interiors of the company's plants, including equipment and descriptions of the operations involved in making "Diamond!" bottles form an ensemble that a Correspondence School might use to build a course.

In the expansion of the company it has developed the plants shown on the preceding page. The glass bottle plants can make anything in this line with only the exception of milk bottles and fruit jars, to make up for which the company has expanded in other directions. The Corrugated Fibre Division, devoted to the packing of glassware, manufactures corrugated materials for that purpose in several styles and in large quantities. The Wood Box Division is another good sized industry. The Carton & Label Division has given evidence in the book now being reviewed of its possibilities. The Machinery Division, known to our readers as the United States Bottlers' Machinery Co., of Chicago,

supplies another want of most every large user of bottles. The Cork Division is one more step in co-ordinating various sources of supplies for the benefit of the trade. The Chemical Glassware Division, with 125 machines, adds another factor to the service which the Illinois Glass Co. has been building harder and more energetically than ever before in the last decade or more. The booklet was designed and written by the Advertising Department under L. M. Albright, advertising manager.

Recently Dives, Pomeroy & Stewart, a leading mercantile establishment in Harrisburg, telephoned a rush order to the Pennsylvania Soap Co. at Lancaster, Pa., for fancy toilet soaps. The message urged quick delivery. The distance is thirty-six miles. The transportation facilities between the two points are unusually good. In addition to the main line of the Pennsylvania Railroad, there are a dozen or more truck lines in daily operation. Under the urgency of the plea for quick delivery, C. A. B. Zook, the president of the soap company decided both of those agencies were too slow and within a few minutes after the order was received he had the goods loaded on an airplane and on their way to Harrisburg where the delivery was made within the hour of the receipt of the order.

This in all probability establishes a new record for soap transportation. The incident naturally became a matter for general discussion by the management of the Pennsylvania Soap Co. and as a result the determination was reached to conduct a series of experiments in airplane delivery to points within a few hundred miles of the plant, taking careful data of all matters involved with the view of ascertaining whether or not a service of this kind can be conducted at a cost that will not be prohibitive. The experiments will attract the attention of all parties interested in the quick transportation of relatively light merchandise, and especially of those situated in the trial territory who are patrons of the soap company.

The Pennsylvania Soap Co. was established in 1849, the year of the gold rush to California, when there were no overland railroad trains and the pioneers who did not go around Cape Horn by ships, were forced to cross the continent in the famous old prairie schooners. A favorite vehicle with them was the broad-wheeled covered Conestoga wagon, made in the town of that name, and which was used by the Pennsylvania Soap Co., to make deliveries of its product in Philadelphia, a bit of enterprise in keeping with the progressiveness of its present day experimental use of the airplane.

Preston B. Daley, Bourse Building, Philadelphia, Pa., is the inventor of a closure fastener (Patent 1,448,706) for collapsible tube caps. The device provides a pliant connection between the cap and the container by means of a flexible chain, with a ball on one end centering in the top of the cap and the other end, also a ball, being affixed to the tube in a way to cause the cap to be held captive. Several large manufacturers of collapsible tubes have made inquiries concerning the patent and Mr. Daley hopes soon to see it on the market.

T. H. Pittman, of L. A. Van Dyk, New York City, has returned from an eight weeks' trip to the South and West. He reports that the cotton outlook is very encouraging and that as a result there is a feeling of optimism in the South about business conditions generally.

Here Are the Men Who Control the House of Meyer in St. Louis on Its Seventy-first Anniversary.



Front Row: (Left to right) William E. Wightman, Red Diamond Exploitation; Dr. H. M. Whelpley, Editor, the *Meyer Druggist*; E. J. Hallegger, Cashier and Assistant Secretary-Treasurer; J. C. Vaughan, Treasurer and Counsel; O. P. Meyer, Perfumes and Vice-President; G. J. Meyer, Purchasing Department and Secretary; Carl F. G. Meyer, President and General Manager; Stanley B. Simpson, Assistant Manager and Vice-President; A. C. Meyer, Soda Fountain Accessories and Vice-President; E. P. Schrader, Sales Manager; Frank Decker, General Superintendent; Frank Amlar, City Sales Department; F. W. Sibler, Pricing Department.

Second Row: John Brandau, Assistant Superintendent; E. F. Helbig, Manufacturing Department; Harry B. Lynott, Buyer of Druggists' Sundries; H. H. Schlueter; D. A. Hughes, Buy-Out Department; F. H. Knapper, Buyer of Proprietary Medicines; C. A. Iorns, Buyer of Glassware, Cartons, Boxes, etc.; H. O. Pfeifer, Buyer of Proprietary Sundries; J. M. Gale, Soda Fountain and Druggists' Fixtures; J. A. Schlichter, Sponges, Chamois and Paints; H. J. Groene, Buyer of Drugs and Chemicals; John Strom, Mechanical Engineer; Theodore Koester, Mail Department; Orville McGregor, Invoices; George Danner, Traffic Manager.

Third Row: W. J. Hansdorf, City Deliveries; Thomas F. Noggin, Printing Department; H. A. Spradling, Packing Department; J. A. Schulte, Package Goods Department; W. H. Quale, Perfumer; A. F. Smith, Billing and Reclamation Department; M. E. Webber, Chemist; Julius Mecklenberg, Sample Department; W. F. Heigel, City Claims; Thomas F. Grant, Auditor; J. Schweich, Superintendent of Manufacturing Department; W. R. Shumard, Candy and Stationery Department; F. K. Harris, Mail Order and Dictaphone Department; R. C. Ackerson, Credit Department; T. F. McGigue, Exploitation Department.

Meyer Brothers Drug Co., St. Louis, observed its seventy-first anniversary last month by a banquet in the Statler Hotel, with veteran employees as chief guests. The occasion also marked the sixtieth anniversary of Secretary Gustave J. Meyer's connection with the house. Mr. Meyer, Louis Heiman, head of the city delivery department, who has been with the Meyers fifty years, and Frank Amlar, senior traveling man, who has been with the firm fifty-three years, occupied the posts of honor. In the group here pictured are some who have been with the concern all the way from several years up to the sixty years period of the chief Nestor, G. J. Meyer. Carl F. G. Meyer, president of Meyer Brothers, has been nominated for president of the Advertising Club of St. Louis.

Pierre Lemoine et Cie. Inc., announce the opening of their Chicago office at 179 West Washington street. This office will be under the management of Spencer U. Boehmer, who will give the requirements of the firm's friends in Chicago and surrounding territory his careful and active attention. It is the intention to carry a full stock of Saporla, Merveille, Fleurie and P. L. lines, as well as other specialties.

François Goby, son of Xavier Goby who is the senior partner of Tombarel Freres, Grasse, France, arrived in New York on the *Lafayette*, September 24, and will remain here about two months. He will make his headquarters with the American agents of the firm, Orbis Products Trading Co., New York City. In company with C. H. Alker, manager of the Orbis Company's essential oil department, Mr. Goby is on a trip through the Mid-West and Canada, visiting manufacturers of perfumery, toilet soaps, etc.

Irvin Zeluff, general manager of Parfumerie Rigaud, New York City, returned on the *France*, October 6 from a month's stay abroad. While in France Mr. Zeluff, who was accompanied by Mrs. Zeluff, visited the plant of the company at Neuilly. Business conditions abroad, he reports, are generally unchanged.

George Grunberg, president of the Scientific Specialties Co., and Richard Jorgenson, secretary, who have been in Europe on business, expect to sail for the United States on October 31.

Frank Kay, formerly secretary of the Emerson Chemical Corp., has organized the Barclay Chemical Corp., at 154 Chambers street, New York City. S. L. Gelb is associated with him.

H. Bennett has purchased the interest of Frank Kay in the Emerson Chemical Corp., New York City. A. Michaels, formerly president of the Park Supply Co., has joined the organization as secretary and treasurer.

Hudson & Co., chemists, are now established in their new location at 30 West 51st street, New York City, having given up last Summer their former quarters at 489 Fifth avenue, where they had been for nineteen years. The new location is attractively fitted up as a beauty parlor and an endeavor is made to cater only to the most exclusive clientele. The company manufactures a line of eighteen toilet preparations under the Carpine brand; and it also is manufacturing preparations under the Salome brand. C. W. Price has been affiliated with C. M. Hudson in the ownership of the company since last Spring.

Ralph M. Stevenson, a young man of much experience in selling essential oils, aromatic chemicals, etc., has established headquarters in Detroit at 2509 Cadillac Avenue. He will represent the White Metal Mfg. Co., Hoboken, N. J. (collapsible tubes) in Michigan; Rhodia Chemical Co., New York (aromatic, photographic and pharmaceutical chemicals) in Michigan and Ohio; S. B. Penick & Co., New York (crude drugs) in Michigan and Ohio; Archibald Lewis Co., New York (spices) in Michigan and Ohio.

Herman I. Goldman and Theodore I. Schwartzman, proprietors of the Herman Chemical Co., 232 Adams street, Brooklyn, N. Y. were arrested at the Hotel Pennsylvania on October 18 on the charge of bribing and seeking to bribe prohibition enforcement agents. They were held in \$15,000 bail by U. S. Commissioner Boyle and will have a hearing on November 1. Leo Zackaroff, treasurer of the Alcohol Warehouse Corp., New York, was similarly held on the same charge as were six others.

It is alleged that the defendants bribed prohibition enforcement agents to permit the free shipment of beer from New Jersey into New York.

From plows to perfume is the record of W. D. Sargent, general manager of the Bo-Kay Perfume Co., of Jacksonville, according to the *Journal* of that city. Mr. Sargent used to travel Vermont years ago selling agricultural implements. Among his customers was a storekeeper in Plymouth, Vt. It was a little store, and Mr. Sargent used to call occasionally, and sell the kindly proprietor some implements. There was an old sand box for a cuspidor, the big stove with its ring of chairs where the feet of the "sitters" would be placed in summer when the stove was cold, and where the same folks would gather round close when the heater glowed fiery red.

"He was a nice chap, and I used to enjoy meeting him," said Mr. Sargent. The customer in Plymouth, Vt., was John Coolidge, father of the President of the United States.

United States Sanitary Specialties Corporation, Harold L. Koppelman, president, Chicago, announces that for the third time it has been compelled to move into larger quarters. The new plant at 435 South Western avenue, in that city, is a modern five-story factory, with 47,000 square feet of space and fully equipped with the latest manufacturing devices. The company makes liquid soap and a dispensing system for its use, air purifiers and disinfectants.

Procter & Gamble's sales forces in the Georgia-Florida district held a reunion and conference at Jacksonville in the Seminole Hotel on September 29. A feature of the gathering was a luncheon at which L. S. Stites, sales supervisor for the district, and his aids took a thoroughly optimistic view of soap and other trade conditions.

*Wall Street Journal* carries a long article in which it declares that with the busiest season of the year just ahead and statements for the first eight months showing vast improvement over those for 1922, earnings of the United States Industrial Alcohol Company promise to be between \$13 and \$14 a share on the \$24,000,000 of common stock. Earnings last year per share were \$3.68. In estimating the earnings for the year four months ahead of time several factors other than earnings to date have been taken into

consideration, it is said, one of the most important of which is the fact that prices are higher than they were last year and the first part of this year, and that the company is not bound by long-term contracts to supply the produce at prices which prevail when the demand is only nominal.

William H. Barlow, of the E. M. Laning Co., New York City, spent his vacation on a motor trip through the New England States. Mr. Barlow covered the entire distance of 1,250 miles, from Bridgeton, Me., to the outskirts of Rye, N. Y., without accident and reports that the roads were splendid all of the way.

William C. Slater, who will be remembered in the New York trade through his visit here two years ago in connection with the firm of Charles Zimmerman & Co., London, has embarked on his own account in the essential oil and aromatic chemical line under the name of William C. Slater & Co., at 33 Great Tower street, London, E. C. 3.

Jean Fabre, of the Societe Anonyme des Etablissements Justin Dupont, Argenteuil, France, arrived in New York on the *Paris* on September 29. He is making a trip through the West with L. J. Zollinger, of the selling staff of Justin Dupont, Inc., New York.

Dr. William D. Duane, Ph.D., M.D., cosmetologist and perfume chemist, of Los Angeles, Cal., who has become connected with the California Talc Corporation, of Los Angeles, Boise and Tacoma, has been in the East preparatory to obtaining supplies for manufacturing a new and complete line of perfumes and selecting bouquets for the company's face powders and talcums. Dr. Duane has been making "personality perfumes" and his laboratory equipment goes into the new deal. The company plans to establish its own agencies for finished products, but may sell a small amount of bulk talc. The officers are: President, A. F. Bailey; vice-president, P. M. Holaday; secretary, W. G. King; treasurer, M. E. Thomas; general manager, H. F. Irvin. Clifford Fairfax is the district manager at Tacoma.

Tavares (Florida) correspondent of the *Tampa Tribune* reports that Lake County kaolin is now being utilized in the manufacture of soap by the Stevens Products Co., Brooklyn, which uses the brand Zodiphrent. An advertising campaign is reported to be in contemplation.

Coty Incorporated, of New York City, has opened an office in Memphis, Tenn., with Max Kaplan, southern representative, in charge. The office is located in the Newman Building, 117 Monroe avenue.

Continental Can Co., which has decided to move its executive offices from Syracuse to New York, probably will do so about November 1. Quarters have been selected in the Pershing Square Building, in East 42d street.

Leonard E. Lisner has recently purchased for residence one of the garden apartments at Jackson Heights in Cambridge Court, Queens Borough, New York City. Mr. Lisner is auditor of V. Vivaudou, Inc., 469 Fifth avenue.

Papers have been filed changing the name of M. De Mattia Chemicals, New York, to Sherlow Chemicals Co.

The annual outing of the office and sales forces of Innis, Speiden & Co., 46 Cliff street, New York City, was held September 15, at Eltingville, Staten Island. The trip was made in sight-seeing busses and after their arrival athletic sports were enjoyed by the young people. The chief events were a 75-yard-dash, won by John Breckwoldt; a bowling tournament, won by H. Price, and the baseball game between the office team and the sales team, which is alleged to have been won by the office force by the score of 12 to 9. The battery for the office force was H. Price and Linn and for the sales force H. G. McKelcan and Walter Schinski. A. S. Michel acted as umpire to the mutual satisfaction of the spectators. C. Leith Speiden, secretary; George V. Sheffield, vice-president and general manager and C. C. Wickstead, assistant treasurer, were the officers of the company who took part in the festivities. C. C. Speiden, president, was unable to be present, as he is abroad on business. In the evening a banquet was held at which J. Anderson was toastmaster and Mr. Sheffield the principal speaker.

Louis P. Mosti has sold Laboratorio Mosti, Mexico City, Mexico, to P. K. Koenig y Cia, who will operate the concern under the name of Laboratorio Mosti, Scrs. The business was established about ten years ago and now operates a factory making laundry and toilet soap and toilet articles and fifteen retail stores in Mexico City.

Mr. Mosti arrived in the United States September 13, witnessed the Dempsey-Firpo fight and then visited the trade in the metropolitan district. He expects to engage in business in the United States, where, incidentally, he was raised, having spent his boyhood in Michigan. Mr. Mosti is a member of the Mexican Chamber of Commerce, New York City and the San Antonio Chamber of Commerce, San Antonio, Texas.

Oscar A. Brown, head of the O. A. Brown Co., Inc., New York City, is on a six weeks' business trip, covering the larger cities of the East. He recently returned from a tour of the West, where he found business conditions very favorable.



ATTRACTIVE WINDOW DISPLAYS IN NEW YORK STORES TO PROMOTE THE USE OF POPULAR BRAND OF TOILETRIES.

Delica Laboratories, Inc., 30 Church street, New York City, are offering to their dealers complete window displays to emphasize to the public the uses of Delica-Brow liquid dressing for lashes and brows, which it manufactures. The displays have been used in several prominent stores in New York City and feature three popular motion picture stars, Mary Philbin, Gladys Walton and Priscilla Dean. At present about 25 window displays are offered.

Clarence Maine, superintending chemist of the Synfleur Scientific Laboratories, Monticello, N. Y., was among the motoring enthusiasts from out of town who made the trip to the recent National Exposition of Chemical Industries from relatively distant points by automobile. Mr. Maine recently purchased a new touring car and he reported that the trip to New York and return, about 200 miles, was made without mishap of any sort in good time.

Parfumerie Lenné has leased the building at 1024 West Seventh street, Los Angeles, Cal., recently erected by Mr. Isner, president of the Sun Drug Co. This branch will be conducted as a trade laboratory specializing in bulk and package perfumes, face powders in imported packages and talcs. Two well-known chemists, who are thoroughly conversant with the American trade and its requirements, will have charge of the production end. R. N. Dickey will continue for the present as manager.

Space in the Isner Building, West Seventh, near Brazil street, Los Angeles, is being fitted up for the Pacific Coast offices of Richard M. Krause, labels; Scientific Specialties Co., perfumers' glassware; Pierre Lemoine, Cie, Inc., perfumers' materials, and the Chemical Institute of New York, home course in chemistry; all New York firms. R. N. Dickey has secured this lease and has charge of the installation and arrangements.

Franklin H. Booth, general manager and chemist for the Sierra Talc Co., whose mines and mill are at Keeler, Cal., in the Mojave desert, is equipping a research laboratory in Los Angeles in connection with the analytical laboratory of the company. Manufacturers of face powder and talcs are invited to take their formula and process troubles to this laboratory, where they will receive prompt and intelligent attention. The service is free to manufacturers.

S. S. White Dental Manufacturing Co., Philadelphia, has advanced R. B. Savin from assistant advertising manager to advertising manager of that company. Mr. Savin succeeds William T. Gouget, who has been made manager of the company's Chicago branch.

David Factor, general manager for Max Factor, manufacturer of theatrical make-up, Los Angeles, Cal., has just returned from a vacation spent on Catalina Island, fishing and watching the beach beauties. He says: "It's no place for a man suffering from eyestrain."

J. Edward Young, Jr., of Thurston & Braidich, New York, accompanied by Mrs. Young sailed on the *Berengaria* October 16 for a six weeks' trip to France. Though a business trip, the voyage will be in the nature of a vacation as Mr. Young's intense application to business during the past year was relieved only by one short fishing trip at Cape Vincent on the St. Lawrence River, where he established a local record in bass fishing.

W. G. Ungerer, president of Ungerer & Co., New York during his extensive visit to Europe this year (as described on page 303 of our August issue), besides thoroughly investigating the essential oil and perfume materials situation, gave some time to observation of the flavoring industry generally. The fruits of his inquiries in this direction are embodied in a very interesting chapter on "Candy in France" in the October number of the *Confectioners' Journal*. He found that candy in European countries remains a highly prized and luxurious accompaniment of fete days, but by no means is to be lightly purchased on other occasions. Hardly a pound is consumed to each 100 pounds eaten in America. But the French confectioner excels his American confrere in one respect. The Frenchman makes flavoring his candy a science and an art combined. The utmost care is used in choosing the finest ingredients and in compounding them; not the slightest deviation in the uniformity of a given flavor is permissible, while on the other hand the search for new flavors which shall be novel and enticing goes on. Mr. Ungerer believes that the American manufacturer can learn much from France in the matter of flavoring his product.

T. L. Harrison & Co., manufacturers of pharmaceutical and chemical machinery, Bourse Building, Philadelphia, Pa., have appointed Mohan & Co., Inc., 44 East 23rd street, New York City, as selling agents for their appliances in the metropolitan district. Mr. Harrison, head of the Philadelphia firm, has been connected for many years with the business of manufacturing equipment of this type.

The reappearance of the attractive insert of Polak & Schwartz, Ltd., Zaandam and Hilversum between advertising pages 94 and 95 of this issue, will be welcomed by our readers. As is usual the insert is gotten up with a beautifully reproduced bouquet of flowers on the obverse side, while on the reverse side attention is called to a number of the principal products of the company which are kept in stock at New York and Chicago by the American and Canadian agents, Julian W. Lyon & Co.

Delicabrow Laboratories, Inc., Chicago manufacturers of Delicabrow Cosmetics, has placed its account with the Osten Advertising Corporation, also of Chicago.

Edward Mallinckrodt, Jr., of the Mallinckrodt Chemical Works, St. Louis, arrived recently in Marseilles, France, from a hunting trip in Africa.

Dorothy Gray, facial aesthetics, is now located in new quarters at 116 East 59th street, New York City, having moved from the former laboratory at 142 East 59th street. The new quarters afford much more space than the former laboratories and will enable the concern to increase its output. Michael J. Gregory is in charge of manufacturing.

Two veteran employees have retired recently from the staff of Colgate & Co. W. I. Lerch, who became a salesman in 1882 and who personally made the first sale of Colgate products to F. W. Woolworth, when the latter ran a little general store at Lancaster, Pa., was one, ill health forcing him to quit his active duties after more than forty years. His reminiscences in *Colgate's Clock* are interesting.

Another veteran, also 70 years old, who retired was Arthur E. Westervelt. He joined the Colgate forces in 1883 and has had charge of various sales offices of the company, including New York and Jersey City. His recollections also afford some choice reading. Said Mr. Westervelt:

"This is a wonderful firm. You cannot work for them as long as I have without loving them. In over 40 years not a cross or impolite word was spoken to me."

The Colgate bowling alleys, with two additional alleys, making eight in all, opened on September 24 for the season, which will end next April. Both sexes bowl.

Cupid has been very busy in the perfumery and toilet soap sections lately, a dozen or more marriages having been announced. The brides all live up to the Colgate type of beauty. And some more are reported engaged.

Five little Colgaters, down in alligatorland, are pictured in a strip. They are the bright offspring of some of the firm's salesmen in the Georgia-Florida District.

Colgate is a language. W. T. Hathaway discovered not long ago. On a Long Island Sound steamboat he sat at table with two Swedes who knew practically no English and were having a hard struggle with the menu. Mr. Hathaway helped them out and gave them his card. One of them studied it for a moment, pointed to the word Colgate in delight and rubbed his face as if to shave, saying: "Sweden everywhere!"

October *Clock* contains an illustrated account of the train holdup last May when Chinese bandits captured several Americans for ransom at Lincheng. One of the prisoners was Theodore Saphiere, with Harvie, Cooke & Co., the Colgate representatives in China. The bandits are all now in the Chinese army and their chieftain is a general.

Snapshots are shown of scenes at the recent outing of Colgate men and boys at Camp Colgate, Stillwater, N. J., where an enjoyable week was spent in sports, swimming, boating and fishing. Col. Austen Colgate was a visitor.

Work on transforming the old Indiana State Reformatory at Jeffersonville into a Colgate plant is progressing rapidly. The State earned the \$50,000 bonus by giving final possession on September 15. The Colgates began to remodel the structure several months ago.

Colgate & Co. have an exhibit at the Electrical and Industrial Exposition, Grand Central Palace, New York City, which is in progress October 17 to 27.

Charles D. Edwards, president of Benj. French, Inc., New York City, who is on a trip to Canada, writes from Toronto: "Business in Canada seems to be good. I see lots of copies of THE AMERICAN PERFUMER around."

André Griffon, of Charles Bergeret, New York City, returned on the *France* September 15 after spending the Summer at Chaone, France. Mr. Griffon spent a considerable part of his time at the Cristalleries Nancy, Nancy, France. He reports that business conditions abroad are very much improved.

OCTOBER, 1923

## THE AMERICAN PERFUMER

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King Tut re-appeared in all of his glory, with a retinue of harem girls and slaves for the benefit of the Portland (Maine) Ad Club's Mardi Gras held recently in entertaining the New England Association of Advertising Clubs. King Tut (Gus Topley Sturtevant) in a royal proclamation expounded the ethics of Egyptian advertising in his time. Gifts to the court of the ancient Pharaoh included chocolate and perfume girls who emerged from large boxes or huge bottles and surprised the spectators by their dainty costumes. One interesting feature was a large box exemplifying toilet accessories. As the lid popped off there stood the Powder Puff Girl, a dream of fluffy pink satin and eiderdown. She was only one of seven bewitching Portland maidens who were costumed for this feature of the combined pageant and ball that marked the convention.

Charles J. Fox, whose photograph is reproduced here-with, has represented Morana, Incorporated, New York, for a number of years in the Mid-west as a specialty flavor salesman. He has a wide knowledge of the subject having been several years with Wm. Stange & Co., of Chicago, as salesman in the same territory. Mr. Fox started in the flavor selling game at the age of seventeen and now in his years of maturity, his pride in his record has been almost eclipsed by that which he felt on the arrival on September 25 of a boy who tipped the scales at nine



CHARLES J. FOX

pounds. Mr. Fox makes his headquarters at the Chicago office of Morana, Incorporated, 19 South La Salle street, but is not to be found there often as he is out hustling most of the time.

Compagnie Parento, Inc., of Croton-on-the-Hudson, N. Y., lost its Chicago office by fire on September 20. Records and furniture were destroyed in a blaze which started in an office adjoining the Parento branch in the building at 410 South Michigan avenue. Work of restoring the offices was begun at once and duplicate records were rushed to Chicago from Croton, while arrangements were made to have Chicago telephone users who wanted Parento to get connection with the temporary offices on the old call: Harrison 7207. A photograph of the wreck might do for a Japanese earthquake scene, but the damage has been about obliterated by now.

Compagnie Parento has just had its annual sales meeting at the executive offices. Harry R. Ramsey and R. C. de Smet from the Chicago office were present, also Harold E. Davidson from the New York City office. The sales force had an opportunity for the first time to see the new building of the company and investigated at length the improvements made in the method of manufacture.

Christopher Brooks has joined the United States Industrial Alcohol Co., New York, as sales promotion manager of Alcorub. He was formerly New York representative of Norman T. A. Munder & Co., Baltimore printers.

Announcement is made that the barbers' supply house of Paul Westphal, Inc., of 306 West 36th street, New York City, has been reorganized and provided with added resources and facilities. James A. Donegan, County Clerk of New York County, has been elected president. Other officers are: Vice-president and manager, Frank D. Smaw; secretary and treasurer, Albert D. Faber. The three named and William A. Lobb, vice-president of the Chelsea Exchange Bank, are the directors. Messrs. Lobb, Smaw and Faber compose the executive committee. The sales manager is David J. Griffin.

Frank Z. Woods, manufacturers' representative, 180 North Market street, Chicago, Ill., accompanied by Walter Kraft, manager of the Buck & Rayner Drug Stores of that city, returned recently from an extensive fishing trip through Wisconsin, and judging by the tales he tells and the photo-



FRANK Z. WOODS READY TO BAIT THE WILY MASKALONGE

graphs he shows around to members of the Chicago Perfumery, Soap and Extract Association there can be very few fish left in the following popular trysts for devotees of Izaak Walton, which Mr. Woods is putting upon the map, where they seem heretofore to have been somewhat neglected: Sissabagama Lake, Stone Lake, Sand Lake, Lloyds Lake and Deep Lake. It would be a very poor angler who could not find lakes which the map makers have not charted by their local names, but Mr. Woods produces the proof, for he has the fish he caught in them, and fish do not swim in air, nor do they trot around on dry land. This also can be qualified a trifle, for Mr. Woods cannot now produce the proof. It has been eaten. One of the feasts was enjoyed by Mr. Woods's wife's folks. Anyway, it is certain that Messrs. Woods and Kraft returned to Chicago with one pickerel and the ten bass and one maskalonge allowed per day under Wisconsin's piscatorial regulations. As with plum pudding, the proof has been in the eating. *They say it was good!*

Following the fishing trip Mr. Woods, with Mrs. Woods, went on an extended automobile tour that took them to Cleveland during the National Wholesale Druggists' convention and then to New York by way of Pittsburgh and Philadelphia. They returned to the Windy City by way of Buffalo and Cleveland.

Arthur Fortune is one of the Chicago *Post's* series of "Two Hundred Prominent Business Men of Chicago" and he is cartooned in a recent issue as the "demon bowler" with side illustrations showing motor car holdups by ladies who are obviously users of the products of the Acme Compact and Puff Co., of which Mr. Fortune is president, besides being the Chicago manager for Morana Incorporated, of New York, in both of which pursuits he exemplifies the "Art", as well as the practical benefits to be derived from using products in which he takes an interest. The *Post* shows in black and white that his compacts will stop an automobile even when a crossing copper fails. Some faces might stop a clock, but an automobile? Never. Enough said? No. The *Post* adds in rhyme: "He cannot make enough of powder or of puff—for each feminine beak needs a ton a week of the soft and sneezeful stuff." Not only is there art in "Art's" daily doubles but there is science in his artistic bowling, in which members of the Chicago Perfumery, Soap & Extract Association have observed such a general improvement that they wonder if the streaks down the alleys may not be simply dashes of imaginary color on an invisible canvas in "Art's" further explorations in the realm of the beauteous side of our sphere of existence. His Fortune certainly is made!

Franz Fritzsche & Co., of Hamburg, Germany, according to reports from Europe, has been formed into a company with the following board of directors: Johs. F. Suhr, Dr. M. Lehmann, W. Bansch, W. Moller, Fr. Pogge, and W. Wullenweber. It is understood that there will be no change in the policy of this well known firm, which is represented in the United States and Canada by Compagnie Duval, 32 Cliff street, New York City.

New York Merchants' Exchange has elected F. M. Bauer, vice-president of Pfaltz & Bauer, Inc., essential oils, 300 Pearl street, New York, to membership.

The association, in the appointment of its new committees, has awarded recognition to the following members who are known to our readers: Donald McKesson, George W. Gair, Francis H. Sisson, Herman A. Metz, W. J. Schieffelin, Walter C. Teagle and Alfred C. Bedford.

L. H. Carlson, Detroit representative of Ungerer & Co., essential oils, was a visitor at the headquarters in New York City recently.

A certificate of dissolution of the Gingo Soap Co., of Greenville, S. C., has been filed. It was organized in 1918 and B. P. Woodside was president of the company.

Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association of the United States, sailed September 25, on the *Berengaria*, accompanied by Mrs. Herty and their daughter, Miss Dorothy. They expected to spend a vacation of several weeks in Europe.

H. W. Clary is now in Chicago as the mid-West representative of Parfums D'Orsay, Paris and New York. He has been associated with Park & Tilford, the Lionel Trading Co., and with Marinello in this city. In the last fifteen years he has traveled practically all over the United States as a salesman of toilet goods.

The manufacture of cellophane, a transparent, cellulose product, is to be started in the United States by the du Pont Cellophane Co., a subsidiary of E. I. du Pont de Nemours & Co. A plant to cost \$2,000,000 is being constructed on the Niagara River at Buffalo, N. Y., adjoining the factory of the du Pont Fibersilk Co. This will be the first plant to manufacture this product in the United States. Cellophane has been produced in France for several years and its use is extending for wrapping purposes for confectionery, biscuits, tea, coffee, cocoa, meat products and nearly all articles of food. It is also used for wrapping purposes for perfumery, soap, various toilet preparations, pharmaceutical products and others.

It is an important addition to the list of cellulose products produced by chemists for commercial uses. It is non-gelatinous, will not melt in boiling water or decay. It is described as entirely harmless, water and grease proof, odorless and can be dyed in any shade, printed or embossed, making it especially attractive as millinery decoration. It is manufactured in either sheets or rolls.

The du Pont Cellophane Co. has obtained the patent rights for North America and pending the completion of its factory at Buffalo will be the selling agents in this country for the product. The company is now importing it. It is expected that the new factory will be completed in May or June of next year.

The officers of the new company are: President, L. A. Yerkes; vice-president and treasurer, B. M. May; secretary, M. du Pont Lee; and sales manager, J. S. Denham. The board of directors is composed of W. C. Spruance, chairman; Albert Blum, Henry L. Blum, Lammot du Pont, Charles Gillet, Edmond Gillet, B. M. May, B. G. Paskus, F. W. Pickard, Dr. Fin Sparre, and L. A. Yerkes.

Some business troubles since our September issue:

Exclusive Metal Products Corporation, 457 to 461 West Broadway, New York.—Involuntary bankruptcy petition filed by Atlas Die & Machine Company for \$1,600; Edward G. Buell, \$35; Benjamin Stolts, \$40. C. G. Ludvigh appointed receiver under \$2,500 bond. Liabilities about \$35,000; assets about \$10,000.

Allen Products Co., Inc., rotary toothbrushes, 25 West 43d street, New York.—John L. Lytle appointed receiver under \$1,000 bond by Judge Hough.

United Barber Shops of America, Inc., 63 Wall street, New York.—Bankruptcy petition filed by Joseph Sugarman on \$500 claim.

Atlantic Can Co., 463 Greenwich street, New York.—Involuntary bankruptcy petition filed by Anton Sondeheim & Son, Inc., \$5,785; John A. Roebling's Sons Co., \$6; Touche Niven & Co., \$300. Percival Wilds appointed receiver under \$25,000 bond by Judge Learned Hand. Liabilities about \$165,000; assets about \$125,000.

W. A. Hoover and Roblin H. Davis, prominent wholesale druggists of Denver, Colo., have joined the newly organized branch of the Old Colony Club in that city.

The Grasselli Chemical Co. plans to enlarge its plant at Charlotte, N. C., by building two new structures.

The Gibson-Snow Co., Inc., wholesale druggists, Buffalo, N. Y., recently had an enjoyable smoker and buffet luncheon in the Buffalo Chamber of Commerce at which the speakers were Frank Stockdale and R. G. Pankow.

## BOOK REVIEWS

"*PERFUMES AND COSMETICS*," by W. A. Poucher, Ph.C., octavo 6 x 9 in.; 462 pp.; 65 illustrations and tables; gray cloth; London, Eng., 1923.

Some months ago we concluded the review of a new publication with the words: Oh, for a good book on perfumes and cosmetics! Our wish has been fulfilled. Poucher's book is a real good one. It is up-to-date, written in good style and contains a great deal of valuable information. The 460 pages of the book are subdivided with almost mathematical accuracy into three equal parts. Part I, pages 3 to 155, contains a dictionary of raw materials and miscellaneous bodies, including pigments and dyestuffs. The descriptions given are short, yet give ample information. Part II, pages 156 to 320, consists of five chapters on perfumes. This material is presented in an interesting and instructive manner. It is modern perfumery. The formulae given are good, as far as one can judge by reading. The chapters on "Fixation" and the "Monographs on Flower Perfumes" are extremely valuable.

The remaining 150 pages which make up part III are devoted to cosmetics. The material is presented in a manner which shows that it is written by a man who knows his business, has the ability to write and is willing to give information. Several chapters include brief descriptions of the anatomical characters of body structures to which cosmetics are applied, such as the nails, teeth, etc. There is a final chapter on weights and measures. The value of the book is enhanced by its numerous photographs, all of which are very good indeed. They have been supplied by various firms, such as Stafford Allen & Sons, Antoine Chiris, Lautier Fils, and others.

The print is large and clear and the general make-up of the book is good. Our opinion is that Poucher's "Perfumes and Cosmetics" is the best book on the subject published in the English language to date. We congratulate Mr. Poucher and hope that his book will have the wide circulation which it so fully deserves.

C. P. WIMMER.

"*INDUSTRIAL FILTRATION*," by Arthur Wright, M. E. The Chemical Catalog Co., Inc., New York, 1923.

As the initial volume of "The Modern Library of Chemical Engineering," this book gives us great hopes as to the value the completed library will have.

The author has divided his material into three groups under the respective headings, "Theory of Filtration," "Mechanics of Filtration," and "Filter Practice." Necessarily in a book of this kind, specific and detailed discussion of the various types and makes of apparatus is given, and we are pleased to notice the candor and fairness in each case.

A great deal of information is embodied here which would be difficult to find elsewhere in print, and would also be tedious to acquire by experience. As an instance of this, attention is directed to Chapter I of Part III, dealing with specific applications. It is to be fervently hoped that this portion of the book be especially revised, enlarged and kept up to date.

In our opinion, here is a valuable book for the chemist, chemical engineer, engineer, or anyone who deals with filtration. The one disappointment encountered is the lack of material dealing with centrifugal processes for clarification which could add greatly to the usefulness of the book.

A. C. LANSING.

*CHEMICAL ENGINEERING CATALOG*; eighth edition; quarto, 9 x 11½ in.; 1,056 pages; imitation leather covers. The Chemical Catalog Co., Inc., New York, 1923. Leased at \$2 per copy to approved companies.

Collected, condensed and standardized data of equipment, machinery, laboratory supplies, heavy and fine chemicals and raw materials are given in this volume. A classified index and a technical and scientific books section are included.

This edition includes four sections: (1) Classified index of all equipment and materials; (2) Equipment; (3) Chemicals and Materials; and (4) Books. The alphabetical arrangement is followed in the classifications.

The book is distributed to the following classifications: Chemical engineers, works managers, superintendents, consulting engineers, chief chemists of industrial and research laboratories, colleges and technical schools, technical departments of the United States and foreign governments and libraries.

## NEW PUBLICATIONS, PRICE LISTS, ETC.

GEORGE LUEDERS & Co., 427 Washington street, New York City, September wholesale price-list, containing 20 pages, has been received. In it are listed the essential oils, vanilla beans and other products handled by the company, as well as the synthetics of L. Givaudan & Co., for whom the company is sole United States agent, and the natural essences and raw materials manufactured by the Fabrique de la Sabrane, Grasse, France, for which the company is also American agent. A copy of the list may be had by writing to the company at the above address.

W. J. BUSH & Co., Inc., 370 Seventh avenue, New York, sent us their October wholesale price list of essential oils, aromatic chemicals, flavors, colors, and other products for perfumers, cosmeticians, soapmakers and flavoring extract manufacturers. The list comprises 36 pages and as usual is complete in detail. Special mention is made of Bush Vanilla Valex and oil of apricot kernels, pressed at the firm's works in California. A book of recipes (seventh edition) containing full directions for the manufacture of carbonated beverages is available for all who send for it. The products of the firm's plant at Linden, N. J., also are listed in the catalogue.

FRITZSCHE BROTHERS, Inc., 82-84 Beekman street, New York, have issued their wholesale price list of essential oils for October. Synthetic flower oils, aromatic chemicals, fruit flavors and vegetable flavoring oils are included, together with other necessities for making perfumes, cosmetics, soaps and extracts. Announcement is made that arrangements have been completed with one of the largest factors in the orange industry of Southern California and that the firm is now ready to supply cold pressed California oil of sweet orange. The physical properties of this oil are uniform and meet the requirements of the United States Pharmacopoeia for standard orange oil. A production method has been worked out at sufficiently low cost to place the selling price practically on a par with that of Italian oil, it is stated. Samples will be sent on request for trial and comparison.

UNGERER & Co., New York, have issued a circular on Neroli, in which they say: "Do you believe that, except in isolated cases and for short intervals, any products ever sell in the general market below the cost of production or that Oil Neroli is any exception to the general rule? The

(Continued on Next Page)

## IN MEMORIAM FOR DEPARTED FRIENDS

BLACK, ROSS W., pioneer in barbers' supplies and perfumery business, Pittsburgh, Pa., October, 1913.

GILMAN, JOHN ABBOTT, dean of the Boston wholesale drug trade, Newton, Mass., October, 1922.

KILLEEN, EDWARD VINCENT, JR., son of E. V. Killeen, vice-president of George Lueders & Co., died in the service of his country, October, 1918.

MACHESKI, WM. J., with American Can Co., New York, killed in action in France, October, 1918.

MENNEN, MRS. ELMA C., president of the Mennen Chemical Co., Newark, N. J., October, 1917.

MONTALAND, LOUIS, of Montaland, Seve, Lefevre & Co., Hyeres, France, died in the service, October, 1918.

UMNEY, JOHN CHARLES, F. C. S., Ph.C., editor, author and essential oil authority, London, Eng., October, 1919.

WASHBURN FRANK S., former president of the American Cyanamid Co., New York, October, 1922.

WEBB, JAMES A., of James A. Webb & Sons, cologne spirits, New York City, October, 1910.

WEINGARTNER, EDWARD, president of the Arabol Manufacturing Co., New York, October, 1917.

## Mrs. Sarah Silver Burr

Mrs. Sarah Silver Burr, widow of Edwin Henry Burr, who for many years was a prominent figure in the essential oil trade, died at the Fifth Avenue Hospital, in this city, on October 14. Mrs. Burr was an ideal wife and mother, and also devoted considerable of her time to charitable and social uplift work.

Mrs. Burr was a sister of George Silver, vice-president and general manager of Roure-Bertrand Fils, Inc., and Justin Dupont, Inc., New York, succeeding his brother-in-law, who died January 31, 1920. Two daughters also survive, Mrs. John M. Archer and Mrs. T. M. Todd.

Funeral services were held October 17 at the Park Avenue Baptist Church and the interment followed in Rosedale Cemetery, Orange, N. J., where Mr. Burr was buried.

## William D. Henderson, Jr.

Announcement is made by the Henderson Lithographing Co., Cincinnati, Ohio, of the death on September 20 of William D. Henderson, Jr., vice president of the company. Much of Mr. Henderson's business career was in being manager of the Chicago office of the Whitehead & Hoag Co. He was located in Chicago for the better part of twenty-five years, until about four years ago, when Con. Zech, secretary and treasurer of the Henderson company, died. At that time W. D. Henderson, Jr., and James G. Henderson, the latter having been representative of Bastian Brothers in New York, and both being brothers of Minto L. Henderson, president of the Henderson Co., returned to Cincinnati and became actively associated with the lithographing company, the business of which had been increasing with great strides.

## Edward H. Collet

News of the death of Edward H. Collet at Saranac Lake on September 12 was received here with much regret among his friends in the perfumery and toilet trades. Mr. Collet had been ill for some time and made a brave fight for his life in the salubrious atmosphere of the Adirondack Mountains. Only the day before the end he was reading the August issue of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, having kept up his lively interest in the

trade up to the last. Much sympathy is felt for his wife, Mrs. Edith Collet, who survives him.

## Obituary Notes

Samuel J. Kramer, long engaged in the toilet goods industry, died in this city August 21. He was born in Baltimore in 1853, came here at an early age and was a charter member of the Foragers' Club, composed of toilet goods salesmen. His widow and two children survive him.

Edward F. Ryan, of the Swan & Finch Co., refiners and dealers in oils, 522 Fifth avenue, New York, died recently at his home in Brooklyn of heart disease. Mr. Ryan was 37 years of age and married.

## NEW PUBLICATIONS, PRICE LISTS, ETC.

(Continued from Preceding Page.)

cost of the flowers this season for preparing one kilo of pure Oil Neroli (Neroli d'Or) was 2,500 francs or approximately \$150 per kilo. This means that to prepare one pound of pure Oil Neroli required flowers costing more than \$68. From this a deduction of \$13.00 may be made for the value of the by-product, Orange Flower Water, making the net cost \$55. These figures are official and accurate. To this must be added considerable allowances for manufacturing costs, selling expense and profit. No further analysis is required to enable the drawing of a plain inference as to a reasonable price for a pure Oil Neroli (Neroli d'Or) or an equally clear assumption as to the nature and origin of products offered below the cost of production."

CLARENCE MORGAN & Co. 355 West Ontario street, Chicago.—Wholesale price list of chemicals, essential oils, etc., for October is at hand. This company represents the Belgian Trading Co., Inc., Thurston & Braudich, Seydel Chemical Co. and numerous other firms.

"AVOID LOSS CLAIMS BY SECURE LABELING AND SEALING," by J. P. Yoder, formerly secretary of the Federal Trade Commission, is the reprint of an article in vestpocket size on a study of the relative value of adhesives, with special reference to the needs of shippers. Copies can be had from the Arabol Mfg. Co., 110 East 42nd street, New York City.

PLUMEREAU FILS, Paris, France (Ungerer & Co., New York, sole agents for the United States).—We are in receipt of samples of colored labels from this French firm of designers and printers, who cater to the perfumery trade, as well as manufacturers in allied lines.

SHERWOOD PETROLEUM Co., Inc., Bush Terminal, Brooklyn, N. Y., sends us the first number of an interesting leaflet entitled, *Sherwood Petroleum News*. In it market conditions are discussed and numerous notes are published about each of the company's specialties. The current wholesale price list accompanies it.

## NEW INCORPORATIONS

(Our readers who may wish to take advantage of this department are advised that it is desirable to write, not send circulars, to more than one of the names mentioned in the incorporations. Except in the case of the incorporation of old firms, the postal people may not have ready references for addresses of new business enterprises.)

Peerless Beauty Products Corp., Wilmington, manufacture toilet articles, conduct beauty parlors, \$30,000 capital

(Continued on Page 436.)

## PATENTS AND TRADE-MARKS



## NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."

Designs Patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copy rights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT.  
Perfumer Pub. Co. 14 Cliff St., New York

TRADE-MARK REGISTRATIONS APPLIED FOR  
(Act of Feb. 20, 1905)

112,292.—A. Bourjois & Co., Inc., New York, N. Y., assignor to M. Tecla & Co., New York, N. Y., a Corporation of New York. (Filed July 24, 1918. Used since July, 1913.)—Face Powder.

144,812.—Fred Goldberg, doing business as National Extract & Flavor Co., Hoboken, N. J. (Filed Mar. 16, 1921. Used since Nov. 15, 1920.)—Hair Tonic.

150,772.—J. Simon & Cie, Lyon and Paris, France. (Filed July 21, 1921. Used since 1876.)—Toilet Soaps.

162,790.—The J. B. Williams Co., Glastonbury, Conn. (Filed Apr. 22, 1922. Used since June 13, 1892.)—Soap.

163,337.—Kaupke Coffee Co., Cedar Rapids, Iowa. (Filed May 4, 1922. Used since August, 1920.)—Food Flavorings, and Flavoring Extracts for Food.

166,142.—Lam-Te' Mfg. Co., Oklahoma, Okla. (Filed June 27, 1922. Used since May 1, 1922.)—Shaving Lotions.

168,565.—James Van Dyk Co., New York, N. Y. (Filed Aug. 21, 1922. Used since 1904.)—Food-Flavoring Extracts.

170,081.—Paul Prot & Cie, doing business as Parfumerie Lubin, Paris, France. (Filed Sept. 29, 1922. Used since July, 1921.)—Perfumes and Toilet Waters.

170,819.—Hulman & Co., Terre Haute, Ind. (Filed Oct. 17, 1922. Used since 1906.)—Flavoring Extracts for Food Purposes, Salad Oil.

172,623.—James Van Dyk Co., New York, N. Y. (Filed Nov. 27, 1922. Used since 1902.)—Vanilla, Almond, Orange and Lemon Food-Flavoring Extracts.

172,845.—MacLean Drug Co., Chicago, Ill. (Filed Dec. 2, 1922. Used since 1918.)—Cold Cream, Hand Lotions, Hair Tonic.

173,545.—U. S. Sanitary Specialties Corporation, Chicago, Ill. (Filed Dec. 18, 1922. Used since May 16, 1919.)—Soap.

175,131.—Joseph Caplan, doing business as Lafore Perfumery Co., New York, N. Y. (Filed Jan. 26, 1923. Used since Nov. 19, 1922.)—Lemon Cream, Brilliantine, Freckle Cream, Rouge, Bleaching Cream and Depilatory, Greaseless Cream and Fanjo or Vanishing Cream.

175,206.—Clarence Morgan, doing business as Clarence Morgan & Co., Chicago, Ill. (Filed Jan. 27, 1923. Used since July 12, 1922.)—Essential Oils and Gums.

175,316.—The Mills Brothers Co., doing business as The American Products Co., Cincinnati, Ohio. (Filed Jan. 30, 1923. Used since Sept. 1, 1917.)—Face Powder, Rouge, Sachet Powder, Talcum Powder; Beauty Bloom, Consisting of Face Powder and Cream; Perfume, Toilet Water, Hair Tonic, Vanishing Cream, Skin Lotion, and Cold Cream.

175,318.—The Mills Brothers Co., doing business as The American Products Co., Cincinnati, Ohio. (Filed Jan. 30, 1923. Used since Sept. 1, 1917.)—Perfume, Toilet Water, Talcum Powder, Cold Cream, Vanishing Cream, Face Powder, and Sachet Powder.

175,528.—J. Elmer Smith, doing business as Claresa Chemical Works, Irwin, Pa. (Filed Feb. 3, 1923. Used since July 26, 1922.)—Rust Removers, Laundry Sour or Bleach, Rouge, Face Powder, and Face-Powder Compacts.

175,576.—Beatrice Cordelia Auchmuty Tozer, London, England. (Filed Feb. 5, 1923. Used since May 28, 1921.)—Face Creams, Lotions, Preparations for Removing Superfluous Hair, Rouges, Hair Lotions, Preparations for Preventing Sunburn, Face Powder, Eyelash and Eyebrow Growers (Creams and Liquid), Eyelash and Eyebrow Coloring.

Tooth Powder and Paste, Nail Polishes, Hand-Beautifying Preparations, Cuticle Creams, Reducing Bath Salts, and Perfumes.

176,107.—Barr Manufacturing Corporation, Tyrone, Pa. (Filed Feb. 16, 1923. Used since Sept. 1, 1922.)—Perfumes, Face Powder, Toilet Water, Cold Cream, Rouge Compacts, Talcum Powder, Face-Powder Compacts, Eye-brow Pencils, Lip Sticks, Body Powder, Nail Polish, Nail Cream, Face Lotion, Vanishing Cream, Cologne, Hair Tonic, and Brilliantine.

176,158.—Bertha H. Beuchel, doing business as Beuchel Mfg. Co., St. Louis, Mo. (Filed Feb. 17, 1923. Used since Feb. 1, 1923.)—Hair Tonic and Scalp Ointment.

176,403.—Ger-Le Laboratories, Chicago, Ill. (Filed Feb. 21, 1923. Used since Oct. 1, 1922.)—Toilet Articles—Namely, Cold Cream; Magic Earth, a Clay Used for Removing Impurities from the Skin; Face and Hand Lotion, and Vanishing Cream.

176,826.—Greasalt Products Corporation, New York, N. Y. (Filed Mar. 2, 1923. Used since Apr. 1, 1920.)—Soaps and Industrial Cleaning Compounds.

177,547.—Leon Cohn, doing business as Les Parfums For-est, Paris, France. (Filed Mar. 16, 1923. Used since December, 1921.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet, Brilliantine, Rouge and Face Lotion.

177,583.—Big Four Chemical Products Co., Indiana Harbor, Ind. (Filed Mar. 17, 1923. Used since Feb. 15, 1922.)—Massage Cream.

177,966.—Arthur G. Fenton, doing business as The Fenton Wholesale Co., Rochester, N. Y. (Filed Mar. 24, 1923. Used since Nov. 20, 1915.)—Flavoring Extracts.

178,253.—The Jett & Wood Mercantile Co., Wichita, Kan. (Filed Mar. 29, 1923. Used since 1898.)—Flavoring Extracts.

178,368.—Joseph Abrams, San Francisco, Calif. (Filed Mar. 31, 1923. Used since Aug. 1, 1922.)—Shampoo.

178,374.—L. S. Beaver, Vinita, Okla. (Filed Mar. 31, 1923. Used since July, 1914.)—Hair Tonic.

178,467.—Paul Poiret, doing business as Les Parfums de Rosine, Paris, France. (Filed Apr. 2, 1923. Used since July 20, 1919.)—Perfumes and Toilet Waters.

178,468.—Paul Poiret, doing business as Les Parfums de Rosine, Paris, France. (Filed Apr. 2, 1923. Used since Sept. 1, 1913.)—Perfumes and Toilet Waters.

178,963.—DeCameron, Inc., New York, N. Y. (Filed Apr. 11, 1923. Used since Oct. 1, 1921.)—Perfumes.

178,965.—DeCameron, Inc., New York, N. Y. (Filed Apr. 11, 1923. Used since Oct. 1, 1921.)—Perfumes.

178,968.—DeCameron, Inc., New York, N. Y. (Filed Apr. 11, 1923. Used since Oct. 1, 1921.)—Perfumes.

179,191.—Florasynth Laboratories, New York and Unionport, N. Y. (Filed Apr. 16, 1923. Used since 1919.)—Flavoring Extract for Foods.

179,308.—Lincoln Laboratories, Inc., Chicago, Ill. (Filed Apr. 18, 1923. Used since November, 1922.)—Beauty Clay.

179,512.—Anna Helen Arlt, Brooklyn, N. Y. (Filed Apr. 23, 1923. Used since 1918.)—Rouge.

180,068.—A. M. Katzman Corp., New York, N. Y. (Filed May 2, 1923. Used since Feb. 1, 1922.)—Perfumes.

180,124.—Theodore Kleiner, doing business as Lemon Products Co., Santa Barbara, Calif. (Filed May 3, 1923. Used since Feb. 1, 1923.)—Salve and Lotion for Cleansing, Softening, and Protecting the Skin and Scalp.

180,294.—Joseph G. Page, doing business as J. G. Page Chemical Co., Buffalo, N. Y. (Filed May 7, 1923. Used since Apr. 25, 1916.)—Preparation for Dandruff, Eczema, and Falling Hair.

180,370.—Marie Marthe Richard Vye, Grenoville, doing business as Parfumerie Grenoville, Asnieres, France. (Filed May 9, 1923. Used since Oct. 8, 1922.)—Liquid Adhesive Toilet Powder.

180,443.—John Miscwicz, Charleroi, Pa. (Filed May 10, 1923. Used since Nov. 1, 1922.)—Foot Powder.

180,460.—Peter Zebich, doing business as Samson's Hair Tonic Co., Cleveland, Ohio. (Filed May 10, 1923. Used since Aug. 20, 1922.)—Hair Tonic.

180,891.—Fred Reiss, doing business as Paramount Specialty Co., Louisville, Ky. (Filed May 19, 1923. Used since Nov. 1, 1922.)—Cleanser for Artificial Teeth.

180,981.—T. Kusaka, San Jose, Calif. (Filed May 22, 1923. Used since Mar. 26, 1923.)—Medicine for the Skin,

a Liquid Applied Directly to the Skin for the Purpose of Destroying Body Odors Due to Perspiration.

180,991.—Vanity Fair Co., Memphis, Tenn. (Filed May 22, 1923. Used since Jan. 1, 1920.)—Face Cream, Face Powder, Lip Pencil, Rouge, Shampoo, Depilatory, Tooth Paste, Brilliantine, Talcum Powder, Nail Cake, Bandoline, Witch-Hazel Cream, Eyebrow Pencil, Toilet Water, Toilet Extracts, Perfume, Skin Lotions, and Sachet.

181,171.—Bourjois Soeurs, New York, N. Y. (Filed May 26, 1923. Used since Jan. 2, 1922.)—Perfumes.

181,237.—A. P. Babcock Co., New York, N. Y. (Filed May 28, 1923. Used since Apr. 16, 1923.)—Cold Cream, Face Cream, Vanishing Cream, Cleansing Cream, Perfume, Sachets, Bath Salts, Cream Balms for Use as a Hand Lotion, Colognes, Rouge, Toilet Water, Talcum Powder, Face Powder, Astringent, Skin Lotion for Hands and Face, and Skin Tonic.

181,435.—The Commonwealth Chemical Corp., New York, N. Y. (Filed June 1, 1923. Used since January, 1922.)—Benzoyl of Soda, Coumarin, Benzoinic Acid and Benzaldehyde.

181,455.—Scientol Products Co., Brooklyn, N. Y. (Filed June 1, 1923. Used since about February, 1923.)—Hair Tonic.

181,533.—Marinello Co., LaCrosse, Wis. (Filed June 4, 1923. Used since Apr. 30, 1923.)—Bleaching Paste for Whitening Face, Neck, Arms, and Hands.

181,606.—John Oppie McCall, doing business as The Odon-tex Co., Buffalo, N. Y. (Filed June 6, 1923. Used since Apr. 27, 1923.)—Tooth Powder, Tooth Paste, and Mouth Wash.

181,705.—Societe Anonyme Dentifrices Bi-Oxyne, Paris, France. (Filed June 8, 1923. Used since Mar. 1, 1911.)—Dentifrices and Products Used for the Hygiene of the Mouth.

181,760.—Masol Chemical Co., Chicago, Ill. (Filed June 9, 1923. Used since Apr. 1, 1921.)—Toilet Preparations—Namely, Tooth Paste, Mouth Wash, and a Preparation for the Prevention and Treatment of Pyorrhea.

181,821.—Davis & Lawrence Co., New York, N. Y. (Filed June 11, 1923. Used since June, 1906.)—Toilet Cream and Vanishing Cream.

181,866.—The Remiller Co., New York, N. Y. (Filed June 11, 1923. Used since June 1, 1923.)—Talcum Powder.

181,869.—Silger Laboratories, Buffalo, N. Y. (Filed June 11, 1923. Used since Apr. 15, 1923.)—Preparation for Dressing the Hair.

181,896.—Indiaroot Co., Chicago, Ill. (Filed June 12, 1923. Used since May 1, 1923.)—Hair Tonic.

182,051.—Felix V. Greco, doing business as The Hairvita Hair Tonic Co., Philadelphia, Pa. (Filed June 15, 1923. Used since June, 1922.)—Liquid Hair Tonic.

182,255.—Monarch Specialty Mfg. Co., New York, N. Y. (Filed June 20, 1923. Used since Feb. 15, 1922.)—Powder Puffs.

182,409.—Flash Chemical Co., Cambridge, Mass. (Filed June 25, 1923. Used since January, 1919.)—Soap Cleansing Cream.

## TRADE-MARK REGISTRATIONS GRANTED

(Act of Mar. 19, 1920)

(These registrations Are Not Subject to Opposition.)

173,542.—Morse & Co., Oshkosh, Wis. (Filed Feb. 16, 1921. Serial No. 143,651. Used since Jan. 3, 1921.)—Antiseptic Scalp Cream.

173,543.—Elmer F. Bernhard, South Bend, Ind. (Filed Apr. 18, 1921. Serial No. 146,291. Used since Feb. 20, 1921.)—Softener and Cleaner.

173,554.—James Van Dyk Co., New York, N. Y. (Filed Nov. 27, 1922. Serial No. 172,622. Used since 1902.)—Vanilla, Almond, Orange and Lemon Food-Flavoring Extracts.

173,560.—Mary C. Coaston, Norfolk, Va. (Filed June 30, 1922. Serial No. 166,293. Used since January, 1922.)—Hair Dressing for the Treatment of Diseases of the Scalp.

173,586.—Marshall Field & Co., Chicago, Ill. (Filed May 19, 1923. Serial No. 180,850. Used since Nov. 15, 1920.)—Complexion Soap and Bath Soap.

173,590—174,145—174,151—174,152.—DeCameron, Inc., New York, N. Y. (Filed Apr. 11, 1923. Serial Nos. 178,966—178,967—178,969—178,962. Used since Oct. 1, 1921.)—Perfumes.

174,314.—Morris M. Milgram, doing business as "Big Four" Chemical Products Co., Indiana Harbor, Ind. (Filed Nov. 6, 1922. Serial No. 171,648. Used since May 1, 1921.)—Shampoo.

### DESIGNS PATENTED

63,027.—Bottle. Bernard M. Douglas, New York, N. Y., assignor to A. Bourjois & Co., Inc., New York, N. Y., a Corporation of New York. Filed Jan. 25, 1923. Serial No. 4,986. Term of patent 3½ years.

63,028.—Vanity Box. T. Clyde Foster, Providence, R. I., assignor to Theodore W. Foster & Bro. Co., Providence, R. I., a Corporation of Maine. Filed Aug. 28, 1922. Serial No. 3,574. Term of patent 3½ years.

63,029.—Vanity Box. T. Clyde Foster, Providence, R. I., assignor to Theodore W. Foster & Bro. Co., Providence, R. I., a Corporation of Maine. Filed Aug. 28, 1922. Serial No. 3,575. Term of patent 3½ years.

63,030.—Vanity Box. T. Clyde Foster, Providence, R. I., assignor to Theodore W. Foster & Bro. Co., Providence, R. I., a Corporation of Maine. Filed Aug. 28, 1922. Serial No. 3,576. Term of patent 3½ years.

63,119.—Cosmetic Chest. Howard Goodrich, Omaha, Neb. Filed Jan. 2, 1923. Serial No. 4,790. Term of patent 3½ years.

### PATENTS GRANTED

1,468,000.—Container. Robert Buedingen, Rochester, N. Y. Filed Oct. 10, 1921. Serial No. 506,566. 6 Claims. (Cl. 229-6.)

1. In a container, in combination, a powder retainer having an inwardly extended flange; a fragile top covering the open side of the retainer and attached to the sides thereof; a supporting member for the fragile top; a surrounding member attached to the retainer; a container bottom; and a sealing member centrally attached to the inner face of the bottom, the outward portion of the sealing member being unattached to the bottom, whereby the attachment of the free portions of the sealing member to the retainer flange will produce a closure of the retainer.

1,469,524.—Vanity Case. Emmett Ammi McArthur, Rodeo, Calif. Filed Dec. 12, 1922. Serial No. 606,411. 4 Claims. (Cl. 132-83.)

3. An article carrier comprising hinged sections, a partition in one of the sections dividing the sections into lateral compartments, a hinged plate in each compartment, one of said plates having openings to accommodate boxes, the opposite plate having inwardly extended flanges, a tray having lateral flanges cooperating with the inwardly extended flanges, to support the tray and permit the tray to slide with respect to its supporting plate, and a clasp for holding the sections together.

1,469,528.—Metal Hose. John Owens, Washington, D. C. Filed May 7, 1921. Serial No. 467,609. 3 Claims. (Cl. 137-75.)

1. A metal hose comprising a plurality of metal hose sections, the end sections having respectively means for attachment to a grease gun and a grease cup or the like, a coupling between the sections composed of a casing semi-spherical at its end and hollow interfitting semi-spherical parts attached to the hose sections and a spring having one end in a hollow part for holding the semi-spherical parts together.

1,469,562.—Combination Vanity Article. Nathan Kasdan, New York, and Daniel Pollack, Brooklyn, N. Y., assignors to Majestic Machine & Tool Co., Inc., New York, N. Y., a Corporation of New York. Filed Jan. 18, 1923. Serial No. 613,362. 6 Claims. (Cl. 132-83.)

1. A combination vanity structure of the character described comprising a shallow box having a displaceable cover and affording a container for toilet articles, said cover having as a part thereof a housing extending transversely of the box adapted to removably receive a lip-stick holder, the button for the slide of said holder being exposed for use in withdrawing the holder from the housing, said housing being

at the top of said cover and having a closed rear end and an open front end to admit and permit the withdrawal of the holder, and said button on the holder being adapted to engage the housing at its open end.

1,469,618.—Container Cover. Robert Buedingen, Rochester, N. Y. Filed Apr. 7, 1922. Serial No. 550,278. 5 Claims. (Cl. 229-5.5.)

4. In a container cover, in combination, a side member, a closely fitted supporting member within the side member, a top member the inset portion of which is attached for connection with a source of electrical energy, a heating element for the human body, and contacts connected with said heating element and each adapted to be moved alternately into and out of contact with one of said pairs.

1,469,852.—Machine for Cutting Soap or Other Plastic Material. Louis H. Simpson, Malden, Mass., assignor to Potter Drug & Chemical Corporation, Malden, Mass., a Corporation of Maine. Filed Feb. 3, 1922. Serial No. 533,741. 23 Claims. (Cl. 25-112.)

1. A machine of the type specified comprising in combination a stationary way onto which is received a main bar of plastic material continuously fed, a power-operated mechanism, means for controlling said mechanism to function at intervals, means operated from off said mechanism for severing bar sections from the main bar during the feed thereof, means operable from off said mechanism for engaging and moving each several bar section along said way ahead of the main bar into a determinate position in the path of said bar, and mechanism for afterward moving said severed section out of the path of the main bar and cutting it into cakes.

### CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to:

PATENT AND TRADE-MARK DEPARTMENT,  
Perfumer Publishing Co., 14 Cliff Street, New York City.

### PATENTS GRANTED IN CANADA

234,141, shaving mug, heat insulated, Emery Van Horsen, Three Forks, Montana, U. S. A.

234,152, metal vacuum container, American Tobacco Co., assignee of Herman Goldsmith, both of New York, N. Y.

234,172, rosin product method, Process Engineers, Ltd., Montreal, assignee of Judson A. Decew, New York.

234,176, dehydration of alcohol process, Standard Development Co., Wilmington, Del., assignee of Standard Oil Co., Bayonne, N. J., assignee of Hyym Elias Buc, Roselle, N. J.

234,186, soap flaker and distributor, Arthur Finestone, assignee of Walter E. Bellows, both of Montreal.

234,202, rotary tooth brush, Henry James Waite and William Henry Edey, both of London, Eng.

234,230, tooth brush with oval head, John H. Carter, Cohoes, N. Y.

234,238, rotary tooth brush, James R. Cruikshank, Vancouver, British Columbia.

234,319, soap stick holder, Collapsible Tubes & Containers, Ltd., assignee of Elmore Roy Butler, both of Toronto, Ontario.

234,338, 234,339, process and apparatus for obtaining alcohols, etc., U. S. Industrial Alcohol Co., New York City, assignee of Worth H. Rodebush, Urbana, Ill.

234,340, 234,341, process and apparatus for obtaining abso-

Iute alcohol, U. S. Industrial Alcohol Co., New York City, assignee of John A. Steffens, Baltimore, Md.

234,343, bottle capping device, Ellsworth M. Letts and Charles C. Annabel, Waverly, N. Y.

234,405, vanity case, Oswald J. Catheart, Newburgh, N. Y. Seven claims allowed for a double case.

234,661, container having body with a flexible open end, Passaic Metal Ware Co., assignee of Charles Gueritey, both of Passaic, N. J.

234,783, toilet preparation, composed of one ounce lemon juice, one ounce tincture of benzoin, two ounces glycerine, four ounces witch hazel and four ounces of fuller's earth, Joseph T. Mutrie, Regina, Saskatchewan, Canada.

234,788, container, with grooved neck, Albert L. Nickerson, Brockton, Mass.

#### TRADE MARKS REGISTERED IN CANADA

Immac, preparation used as a deodorant, Hannibal Pharmacal Co., St. Louis, Mo.

Ryder's washing tablet, John Ryder, Almonte, Ont.

Waterwax, cold cream, Mymy Ross, Toronto, Ont.

Hudson's and "Dry Soap," for a certain variety of soap, R. S. Hudson, Ltd., Bank Hall, Liverpool, Eng.

King Tut Products, soap washing compound, silver polish and cleaner, King Tut Mfg. Co., Calgary, Alta.

El Tora, olive oil, Hijo de Ybarra, Sevilla, Spain.

Squeeze, flavoring extracts and non-alcoholic drinks, National Fruit Flavor Co., New Orleans, La.

Sealright, paper containers, caps and closures, Oswego Falls Corporation, Fulton, N. Y.

#### ADULTERATED CITRONELLA RECEIVED

(Continued from Page 438)

has received some attention, not only in the trade but also, it is said, in customs circles. The British, who have run into a similar situation in recent shipments of oil into London have countered with a duty of £7 per gallon, or nearly \$4 per pound, upon the material. Similar action here, while it would not raise prices to this extent, would probably put the oil out of reach of the largest consumers in the soap trade and necessitate a turn to Java oil or to synthetic substitutes.

The entire question of adulterated citronella for the future seems to depend upon the method of testing employed. The Schimmel test has long been discarded by those whose business it is to arrive at the true value and worth of the oil and at its actual constituents. It has only remained in commerce because it is fairly easily applied and assists in merchandising material which might otherwise be brought into serious question. The trade must either accept the Schimmel test and guess as to quality of shipments or abolish it and be certain of quality goods as ascertained by other and more reliable tests. It is quite possible to arrive at the geraniol content of citronella without great difficulty and also to determine what foreign substances occur in each shipment. In order to do so, other tests will have to be used.

The effect of the recent shipments upon the market has been really fortunate from the standpoint of the holders of citronella. Their market had been weak and unsettled for many weeks. The rejection of recent shipments naturally strengthened the position materially. Guaranteed oil has advanced to some extent on spot and will go higher unless good shipments are promptly received. No serious situation is likely to arise, however, for consumers have indicated that they are well taken care of and will require only moderate supplies for three or four months more.

The situation may not be wholly without gain for the consumers, however. They have always found it very difficult to check up on the quantity of their citronella oil and have complained bitterly of the Schimmel test at various times in the past. Difficulties, such as the present, and the agitation for better shipments from Ceylon arising out of them, may well result in a better character of oil from the primary market and the substitution of a satisfactory test for one that has been tried and found wanting.

#### NEW INCORPORATIONS

(Continued from Page 432)

stock, has been incorporated in Delaware for clients by the Colonial Charters Co.

Golden Rod Chemical Co., Manhattan Borough, New York City, make disinfectants, \$10,000 capital stock, has been incorporated by Attorney L. Schafran, 51 Chambers street.

Keno Mfg. Co., Kenosha, Wis., toilet articles, jewelry, etc., capital not stated, has been incorporated by Wells Roberts and others.

Wiley & Co., Elmira, N. Y., toilet articles, \$10,000 capital stock, has been incorporated by F. L. Wiley and Samuel A. Pulford, of Elmira, and Jess C. Hover, of Binghamton. It is an outgrowth of Vasco Products Co.

Spencer Perfume Co., South Bend, Ind., \$250,000 common and \$25,000 preferred stock, has been incorporated by George C. Spencer, Harriet M. Spencer, John W. McIntyre, Edwin S. Addison, Dudley M. Shively, Carl A. Hoover, Hettie B. Hoover, all of South Bend; George Y. Walsh, of New York, and Roy K. Powell, of Oberlin, O. The directors are George C. Spencer, Dudley M. Shively and Hettie B. Hoover.

Northwest Products Corp., Chehalis, Wash., cosmetics and soaps, \$49,000 capital stock has been incorporated by P. A. Farquharson, president; H. R. Martin, vice president, and Frank E. Frederick, secretary.

P. V. Eldor Corp., toilet articles and medical preparations, \$250,000 capital stock, L. C. Browne, M. B. Reese, L. S. Dorsey, Wilmington, Del., has been incorporated by the Colonial Charter Co.

Youth-Ami Laboratories, Manhattan Borough, New York City, make toilet articles, \$50,000 capital stock, has been incorporated by J. M. Abouseleman, F. E. Simmons, T. P. Huffman, Attorney, W. J. Carey, 320 Broadway.

Re-Du-Cre Manhattan Borough, New York City, make toilet preparations, \$2,000 capital stock, has been incorporated by A. Kunath, E. Galliardo, H. R. Griesemer, Attorney, F. W. Barr, 256 Broadway.

Lubinol, Queens Borough, New York City, make perfumes, \$30,000 capital stock, has been incorporated by C. Littlefield, W. Matthews. Attorney, J. J. Hegt, 126 Liberty street.

Caroline Products Co., Nashville, Tenn., toilet preparations, \$10,000 capital stock, has been incorporated by J. R. Harrell, A. T. Levine, W. H. Levine, H. Scott and M. E. Irath.

Stewart-Meade, Manhattan Borough, New York City, hair dressing parlors, \$5,000 capital stock, has been incorporated by S. and M. Stewart, H. Meade. Attorneys, Sayers Bros., 67 Liberty street.

Mlle. Sophie Koppel, Manhattan Borough, New York City, cosmetics, \$25,000 capital stock, has been incorporated by W. S. Biddle, R. H. Kittel. Attorney, P. M. Abrahams, 522 5th avenue.

National Dermatological Institute, Wilmington, manufacture face powders, \$100,000 capital stock, has been incorporated in Delaware by the Corporation Service Co.

Lyon Soap Manufacturing Co., Madison, Wash., \$100,000 capital stock, has been incorporated by Max Finger, Jacob Feldman, Mark Goldberg.

Forest Hills Beauty Shoppe, Queens Borough, New York City, \$20,000 capital stock, has been incorporated by C. Frey, S. M. Taylor. Attorney, W. C. Allen, 140 Nassau street.



### BULGARIA

REVOLUTION FAILS TO AFFECT OTTO OF ROSE INDUSTRY.—The uneasiness in agrarian circles, following the government upheaval reported in this correspondence last June, took the form of an armed revolt in September, the Communists apparently taking the leading part. Troops were called out and the revolt finally was suppressed. There were several clashes between the Bulgarian troops and the Communist-Agrarian forces, the latter being armed with Russian rifles. While the situation seemed perilous for two or three weeks, the Government now has a firm hand on affairs. So far as can be learned, the warfare between the two elements will not affect the otto of rose situation. The co-operative village societies of producers of otto of rose have received both the moral and financial support of the State Bank, and while they have been working to control the export of the oil they seem to be neither rebellious or bolshevian.

Reports in London of a "crisis" in Bulgaria in the otto of rose situation are discounted at Sofia. Charges of adulteration with geranium oil have been made, but are denied by responsible firms. There may be isolated cases and with a view to ending the controversy the Government has prohibited the importation of geranium oil and has taken steps toward offering a substantial prize in connection with a proposal for an international competition to discover a scientific and practical method of detecting adulteration. It is not denied that there may have been some surreptitious cases of adulteration, but the sentiment among the Bulgarian producers and dealers generally is strongly in favor of drastic means to preserve the integrity and reputation of Bulgarian otto of rose.

### CHINA

HONGKONG TRADE IN ANISE OIL.—Consul Leroy Webber, Hongkong, reports: The annual exports of anise oil from Hongkong are valued at about \$150,000. This essential oil, used chiefly in connection with the manufacture of flavoring extracts, perfumes, and medicines, is exported principally to Great Britain, the United States, Japan, Germany, and France. The average yearly shipments to the United States amount to \$25,000. Most of the exports consist of oil secured from the Provinces of Kwangsi and Kwangtung in South China. Sales are usually contracted for on the basis of certificates issued by local analysis. Payments are made cash against documents on confirmed letter of credit.

The oil is packed in cases of four lead containers of 16½ pounds net each, the average can occupying 3 cubic feet. Freight rates on this oil to American ports are: \$17.50 per 40 cubic feet, Hongkong to Pacific Coast ports, and \$20 per 40 cubic feet, Hongkong to New York via Suez or Cape of Good Hope.

The market is now very dull, attributed to the fact that the United States at present is not considered a buyer. In

(Continued on Page 440.)

### THE MARKET

#### Essential Oils, Aromatic Chemicals, Etc.

The markets have been moderately active during the past month. Consumers among perfumers and extract manufacturers have been good buyers and the general appearance of the market has been one of considerable activity. Large quantities are not moving quite as well as they were a month ago but the deficiency is more than made up in the fact that small lots have been taken to a greater extent. There is also a growing preference for quality products and makers and importers of the higher grades of oils are finding a ready market for their stocks at good prices. Lower qualities and sophisticated oils, of which, unfortunately, there is some volume available, have been much harder to move during the last few weeks.

Taking the items on the list in groups, it may be said that the floral essences are now in a stronger position than they have occupied in many months. In fact, it is years since the list as a whole has shown such a degree of firmness and strength as it does at present. Throughout the market, it is apparent that production of the floral products is lighter than it has been in a long time and exceptions to this rule are hard to find. At the outset of the season a shortage of many items was predicted but an exception was taken in the case of neroli. It is now developing, however, that this item is also to be in light supply when needed. Prices for shipment have advanced tremendously during the last few weeks and the spot has also responded, but more slowly, owing to the fact that a considerable quantity of oil had to be disposed of before there could be any real advance in the general price levels. Lavender has advanced fifty per cent during the last month and is still going toward higher levels. Jasmine is as scarce and high as ever. Rose crops throughout the world are scanty and prices are higher. Geranium oil is to be scarce, especially the Bourbon type. Prices on this are now as high as those ruling on Algerian and are still advancing.

The Far Eastern products on the list have been irregular. Shipments and conditions in the primary markets are largely responsible for this situation. Anise is weak owing to curtailment of consumption here and in France. Cassia, on the other hand has advanced to levels at which no one is able to do much buying and there is no relief in sight, for conditions in China prevent the shipment of oil from the interior to the ports. The scandal connected with the arrival of adulterated citronella has had a marked effect upon this item. Trading in Colombo has been suspended until such a time as alcohol free oil can be shipped. Meanwhile the market is short of goods and prices are soaring. Veratvert is higher with little offering and ylang ylang is very firm.

The spice oils have been generally firm during the entire month. Crops of cloves and other spices have been light and there has also been some manipulation in the market for the raw materials which has advanced quotations to some extent on both spices and oils. Cloves are the lightest crop in many years, reports indicating not more than twenty per cent of a normal yield. Prices of both spice and oil

are advancing. This is a tendency which is paralleled, but not to as great an extent in other oils of this class.

Seed oils have been irregular. In general, it may be said that those derived from imported seeds have been higher and advancing while domestic products have weakened as new crop goods have become available. As instances of this may be cited the fact that caraway has gone up forty per cent during the last month and at the same time wormseed has fallen nearly fifty per cent in value.

The Messina essences have been fairly steady. Both orange and lemon have been in very quiet demand but prices have held up fairly well here. Of interest is the further production of high grade orange in California. This oil is now being offered in several quarters and is said to be of very satisfactory quality. Bergamot has strengthened recently as cheap spot lots were absorbed and the market was forced to fall back upon the offers from Italian sources for supplies.

Mint essences have been through a rather exciting period but the movement is now quieting down considerably and normal prices are seen as just around the corner. The usual squeeze by country factors was the stimulus behind recent advances in prices. It may be said that very little oil was sold at high prices and that the market has apparently settled down to normal business with prices likely to return to practically their former levels in the near future.

#### Synthetics and Aromatic Chemicals

There has been a tendency throughout the last few months for foreign materials to advance in price strongly while domestic materials stood practically stationary at the old levels. Insofar as the foreign items on this list are concerned, it may be said that this tendency is still in evidence. Prices on foreign items, especially those which fall under the provision of the tariff act, are steadily advancing and have reached the point where many of them are nearly out of reach of the average consumer. The tariff is partly responsible, but chaotic exchange conditions, high costs of production abroad, and in part, a splendid demand for synthetics in this market have also had a considerable effect upon the situation. The last month has witnessed considerable advance in price all along the line and in some instances there has been a real scarcity of goods of foreign origin.

Turning to the domestic items, it will be found that some of them have also advanced although not in the proportions noted in the markets for their foreign competitors. These advances have been partly due to a relief from the severe competition of foreign articles although it cannot be said that makers here have unwarrantably increased their quotations on this account. A greater proportion of the advances may be said to be due to the fact that business in synthetics is considerably better and is still improving. High prices on natural oils have turned the trade to synthetics insofar as these can be substituted. The result has been felt in a greater demand, especially for high grade materials and in a general tone of strength throughout the market. The domestic industry seems to be on a very firm basis right now and conditions in the trade indicate that there is little doubt that domestic makers will continue prosperous. They are turning their efforts toward the production of high grade goods and those in the consuming industries who are using the products report them eminently satisfactory.

#### Vanilla Beans

This market presents about the tightest aspect which it has displayed even during the successive short crop seasons which have been a feature during the last few years. It may be said that, in general, there is a shortage of beans here and that there is no immediate relief in sight. Demand has improved sharply during the last two weeks and there is now talk among the handlers of restricting the sales of beans and so supplying all consumers with a part of their requirements. Whether this plan will be put into effect depends largely upon the requirements of the consumers and how rapidly they come into the market for their supplies.

The Mexican crop of this year is all up and is being moved out about as rapidly as those who have stocks can take care of the business. It is a short crop, not more than fifty per cent of normal. It will not last very long at the

present rate of consumption. The movement of the new crop from the interior has now begun and to date, reports indicate that about 30,000 pounds have been brought down. It is still too early to venture even a guess as to the size of this crop. It is believed to be a small one, however. In any event none of it will be available in under six months at the earliest.

#### Have Stopped Buying Bourbons

Last year's crop of Bourbons has practically all been sold. Scarcely anything is available in the Marseilles market. Consumption has increased tremendously and the stocks held in this market from the Bourbon crop are very small indeed. They are being parceled out judiciously by the holders. In regard to the new crop of Bourbons, it may be said that factors in this market have found it impossible to compete for it with the syndicate of French dealers which is now operating in the primary market. This speculative group appears to be ready to pay almost any price to get the entire crop. Dealers here bought some beans early in the season but they were forced to stop purchasing owing to the rapid advance of the market under the stimulus of the speculative interest of the French buyers. This group is quoting outrageous prices on new Bourbons and no one here can pay them or will pay them unless it is absolutely necessary.

Other grades have been offered in negligible quantities this year. In fact, at the moment there is practically no market in them owing to the shortage of supplies. What the end will be, no one knows but it is the earnest hope of the trade and in this the dealers here share that the structure now building in the Bourbon crop will collapse of its own weight. If it does not, there will be higher prices than ever on vanilla.

#### Sundries

In general the market has presented few features of any great interest. Trading has been along routine lines with few changes of any importance. Interest in the menthol situation is still very keen but it is not translating itself into terms of buying. In fact, there has been practically no buying at all. Prices have declined to a level of \$16 spot. For nearby goods \$15 has been paid. November shipment is going at around \$12 per pound in a large way and next year's shipments at \$10 per pound. Jobbing quantities on spot of course command a premium, the quotations given being for case lots of sixty pounds.

#### ADULTERATED CITRONELLA RECEIVED

Several shipments of Ceylon citronella oil that arrived in this country recently were adulterated to a considerable extent with alcohol. This is not the first time that adulterated citronella has been received here and in the past both the Java and the Ceylon types have come in for their share of this sophistication. In some of the past instances of adulteration cocoanut oil has been used as the adulterant together with alcohol in sufficient quantities to give the proper consistency and other properties to the oil. Oil adulterated in such fashion passes the customary Schimmel test without difficulty and it is only after acceptance by the buyer that the adulteration is finally discovered.

The sophisticated oil that recently came into this market was adulterated with from 6 per cent to 12 or 15 per cent of alcohol, calculated in the absolute. This can easily be removed by a simple process of "cleaning." Just what the removal of the alcohol adulterant would reveal is the question which has been puzzling and troubling the importers of the material. Some of them fear that the oil would be found to be in worse shape after the removal of the alcohol than it was before. In any event, it is generally believed that other substances than alcohol have been used and that that ingredient has been added as a means of assistance to the oil in passing the Schimmel test.

In connection with the use of alcohol as an adulterant, the fact that there is a provision in the Tariff Act of 1922 covering oils "compounded with alcohol" may be of considerable importance. Such oils carry a rather high rate of duty under the tariff act and the possible assessment of the recent shipments of adulterated oil under this paragraph

(Continued on Page 436)

## PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices on Soap Materials)

### ESSENTIAL OILS

Almond, Bitter, per lb.	\$3.50@	\$3.75	Orris Root, concrete, foreign	5.25@	Geraniol, domestic	3.50@
Almond, S. P. A.	3.75@	4.00	Orris Root, concrete, domestic	3.00@	Geraniol, foreign	4.00@
Almond, F. F. C. "art"	2.00@	2.25	Orris root, absolute (oz.)	40.00@	Geranyl-Acetate	5.00@
Almond, Sweet True	.37@	.40	Parsley	6.00@	Heliotropin, domestic	2.00@
Almond, Apricot Kernel	.25@	.29	Patchouly	7.50@	foreign	2.25@
Amber, crude	.80@		Pennyroyal, American	2.40@	Indol, C. P.	2.50@
Amber, rectified	1.00@	1.10	Pennyroyal, French	2.20@	(oz.)	8.00@
Amyris, balsamifera	3.00@	3.25	Peppermint	3.10@	Iso-Butyl-Salicylate	nominal
Anise, "lead free U.S.P."	.50@	.52	Peppermint, distilled	3.50@	Iso Eugenol	4.50@
Aspic (spike) Spanish	.75@	.90	Petit Grain, So. American	1.80@	Linalool	6.00@
French	1.15@	1.25	Petit Grain, French	8.00@	Lily Base (Hydroxycitronellal)	3.50@
Bay, Porto Rico	2.60@	2.70	Pimento	1.90@	Linalyl Acetate	11.00@
West Indies	2.60@	2.70	Pine Needles, from Pinus	2.00@	90%@	15.00
Bergamot, 35-36 per cent	2.90@	3.00	Sylvestris	7.00@	Linalyl Benzoate	nominal
Birch, sweet N. C.	2.10@	2.25	Rose, Bulgaria	10.00	Methyl Acetophenone	5.00@
Penn. and Conn.	3.50@	4.00	Rosemary, French	.55@	Methyl Anthranilate	5.75@
Birchtar, crude	.50@	.55	Rosemary, Spanish	.50@	Methyl Cinnamate	2.75@
Birchtar, rectified	1.00@		Rue	4.50@	Methyl Eugenol	5.50@
Bois de Rose, Femelle	2.35@	2.50	Sage	2.50@	Methyl Heptene Carbon	8.50@
Cade, U. S. P. "IX"	.40@	.45	Sandalwood, East India	7.60@	Methyl Iso Eugenol	39.00@
Cajeput, Native U. S. P.	.85@	.90	Sassafras, artificial	.45@	Methyl Paracresol	44.00@
Calamus	4.25@		Sassafras, natural	2.00@	Methyl Phenylacetate	6.50@
Camphor, Jap "white"	.15@	.17	Savine, French	none	Art. Honey Aroma	14.00@
Cananga, Java	2.35@	2.50	Snake Root	18.00@	Methyl Salicylate	.48@
Cananga, Java rectified	3.25@	3.50	Spruce	2.60@	Musk Ambrette	.52
Caraway Seed, rectified	8.50@	9.00	Tansy	1.25@	Musk Ketone	14.00@
Cardamom, Ceylon	25.00@		Thyme, French, red	5.00@	Musk Xylene	13.50@
Carvol	17.00@	18.00	Thyme, French, white	1.10@	Nonylic Alcohol	4.00@
Cassia, rectified, U.S.P.	3.20@	3.40	Thyme, Spanish, red	1.20@	Phenylacetaldehyde	52.00
Cedar Leaf	1.15@	1.25	Vetivert, Bourbon	1.00@	Imported	7.50@
Cedar Wood	.27@	.28	East India	6.75@	Phenyl Ethyl Acetate	8.50@
Celery	9.50@	10.50	Wintergreen, Southern	22.00@	Phenylethylic Alcohol	12.00@
Cinnamon, Ceylon	11.50@	14.00	Pennsylvania	4.25@	Phenylacetic Acid	17.50@
Citronella, Ceylon	.82@	.87	Wormseed	7.50@	Rhodinol, domestic	9.00@
Citronella, Java	.90@	.95	Ylang-Ylang, Manila	30.00@	Rhodinol, foreign	22.00@
Cloves, Bourbon	2.75@		Ylang-Ylang, Bourbon	4.50@	Safrol	25.00@
Cloves, Zanzibar	2.40@	2.50		30.00@	Skatol, C. P. (oz.)	.55@
Copaiba	.40@			40.00@	Terpineol, C. P., dom.	.65
Coriander	18.00@	19.00			Terpineol, C. P., imp. lb.	1.00
Croton	1.15@	1.20			Terpinyl Acetate	1.60@
Cubeb	6.00@	6.25			Thymol	3.25@
Cumin	15.00@				Vanillin	.41@
Dillseed	4.25@	4.50				.43
Erigeron	.95@					
Eucalyptus, Aus., "U.S.P."	.60@	.65				
Fennel, Sweet	1.25@					
Geranium, Rose Algerian	8.25@	9.00				
Geranium, Bourbon	8.25@	9.00				
Geranium, Turkish (Palma rosa)	4.50@	4.75				
Ginger	6.00@					
Gingergrass	3.00@					
Guia (Wood)	4.85@					
Hemlock	1.25@	1.40				
Juniper Berries, rectified	1.35@	1.50				
Lavender, English	38.00@					
Lavender, U. S. P. "IX"	4.50@	6.00				
Lemon	.75@	.95				
Lemon "Calif"	.80@	.90				
Lemongrass	.90@					
Limes, distilled	.90@	1.00				
Limes, expressed	1.65@	1.75				
Linaloe	2.25@	2.35				
Mace, distilled	1.00@					
Mirbane	.15@					
Mustard, genuine	15.00@	17.00				
Mustard, artificial	2.75@	3.00				
Neroli, Bigarade, Pure	60.00@	75.00				
Neroli, Petale, extra	55.00@					
Nutmeg	1.00@					
Opopanax	28.00@					
Orange, bitter	2.75@					
Orange, sweet, W. Indies	2.60@					
Orange, sweet, Italian	3.20@					
Orange, Calif.	3.25@					
Origanum, imitation	.30@					

### DERIVATIVES AND CHEMICALS

Acetophenone	4.50@		BEANS	
Amyl Salicylate, dom.	1.50@	1.75	Tonka Beans, Para	.95@
Amyl Salicylate, foreign	1.75@		Tonka Beans, Angostura	2.35@
Anethol	1.25@	1.50	Vanilla Beans, Mexican	9.75@
Anisic Aldehyde, foreign	4.50@		Vanilla Beans, cut	12.00@
Domestic	3.75@		Vanilla Beans, Bourbon	6.25@
Benzaldehyde, domestic			whole	6.00@
U. S. P.	1.65@		Vanilla Beans, Bour. cut	5.50@
Benzaldehyde, F. F. C., domestic	2.00@	2.10	Vanilla Beans, Tahiti yellow label	5.00@
Benzilideneacetone	2.00@	2.50	nominal	nominal
Benzyl Acetate, domestic	1.20@	1.40	White label	nominal
Benzyl, Acetate, foreign	1.75@	2.00		
Benzyl Alcohol	1.50@	1.65		
Benzyl Benzoate	1.60@	1.80		
Borneol	2.75@			
Bornylacetate	4.25@			
Bromstyrol	2.50@			
Carvol	16.00@	18.00		
Cinnamic Acid	3.35@	3.50		
Cinnamic Alcohol	11.00@	13.00		
Cinnamic Aldehyde	3.00@	3.75		
Citral	2.75@			
Citral C. P.	7.00@	8.00		
Citronellol, domestic	7.00@	8.00		
Citronellol, foreign	12.00@			
Cumarin, natural	15.00@			
Cumarin, artificial, domestic	4.50@	4.75		
Cumarin, artificial, for.	5.50@			
Diphenylmethane	2.25@	2.50		
Diphenyloxide	.85@	.90		
Ethyl Cinnamate	5.50@			
Eucalyptol	.80@	.85		
Eugenol	3.10@	3.75		
Eugenol, foreign	4.50@	5.00		

Alcohol Cologne spts, gal.	4.79@	4.92
Ambergris, black... (oz.)	10.00@	18.00
Ambergris, gray... (oz.)	28.00@	
Chalk, precipitated	.031/2	.06%
Civet horns... (oz.)	2.65@	
Lanolin hydrous	.22@	.24
Lanolin anhydrous	.24@	.30
Menthol	15.00@	17.00
Musk, Cab. pods... (oz.)	18.00@	20.00
Musk, Cab., grains (oz.)	26.00@	28.00
Musk, Tonquin, gr. (oz.)	32.00@	34.00
Musk, Tonquin, pds (oz.)	22.00@	23.00
Orris Root, Florentine, whole	.08@	.10
Orris Root, Powdered	.10@	.15
Rice Starch	.16@	
Talc, Italian	45.00@	60.00
Talc, French	25.00@	50.00
Talc, domestic	18.00@	40.00

\*Nominal.

## FOREIGN CORRESPONDENCE

(Continued from Page 437)

consequence, London as well as Hongkong dealers have large stocks with little demand. The arrivals of fresh supplies from the interior are very limited. Prices in London are below those of the local market. It is believed by Hongkong dealers that the prevailing low quotations will result in a decrease in the production. It is not expected that the market will improve until stocks at London and Hongkong are considerably reduced.

## CZECHOSLOVAKIA—FRANCE

NEW COMMERCIAL TREATY.—By the commercial treaty between France and Czechoslovakia, effective from September 1, each country grants extensive concessions to the other. A number of French products are now admitted into Czechoslovakia at rates reduced variously from 20 to 75 per cent. Among these are the following: Spices, waxes and fats, chemicals, perfumes, colors and pharmaceutical goods. Among the Czechoslovakian products accorded most favored nation treatment by France are chemicals and vegetable oils.

## CHILE

REVISING CUSTOMS TARIFF.—Assistant Trade Commissioner W. E. Embry, Santiago, reports that a new commission was appointed August 17 to draw up a completely revised customs tariff for Chile, embodying any changes that may be considered necessary.

## ECUADOR

REDUCTION OF SURTAX ON DRAFTS FOR LUXURY IMPORTS.—Surtaxes on drafts issued in payment for certain luxury articles imported into Ecuador have been reduced to 5 per cent of their value, according to an executive decree of January 17, 1923. These surtaxes were formerly placed at 25 per cent of the value through the original decree of November 16, and later reduced to 20 per cent of the value by a decree of December 5. The articles affected include fine soap in individual boxes and perfumes of all kinds.

## GREECE

OLIVE OIL ESTIMATE.—The olive oil crop is expected to amount to about  $5\frac{1}{2}$  million pounds, against  $5\frac{3}{4}$  million pounds last year, reports Clerk to Trade Commissioner, Charles E. Dickerson, Jr., Athens, Greece, to the Department of Commerce.

CHANGE IN IMPORT DUTY OF SOAPS.—The Greek import duties on a number of articles have been modified, and new classifications made for certain other articles, by a decree effective from July 16, 1923. Item No. 91 (c) on toilet soaps weighing up to 200 grams, not perfumed, and soap in flakes or powder, not perfumed, are rated at .50 drachmas per oke. At the American valuation of Greek currency this would be about eight-tenths of a cent per oke, which is 2.82 pounds.

IMPORT LICENSE REQUIREMENT FOR TOILET PREPARATIONS.—A license from the Ministry of Public Health is required in order to import into Greece, or to sell or advertise there, patent medicines and specialties, medicinal waters of unknown composition, beauty preparations, teeth preservatives, and hair restorers, according to a decree published July 16, 1923. To secure a license from the Greek Ministry of Public

Health a certificate from a competent official in the country where the product is manufactured, i. e., the president of the board of health, etc., should be presented, duly certified by the Greek consul, showing that the product to be sold or imported is permitted to be sold in the country of its production and that the ingredients entering into its manufacture are not harmful. Upon failure to comply with this decree existing stocks will be confiscated.

## MEXICO

GLASS BOTTLES EXEMPT FROM EXPORT DUTY.—Glass bottles and demijohns have been exempt from export duty, effective September 6. The former duty was 0.01 peso per gross kilo.

## POLAND

LUXURY COEFFICIENT RAISED.—The Polish luxury duty coefficient was raised from 15,000 to 20,000 by a decree of July 7, published July 12 and effective July 19. A revised list of articles subject to the luxury duty coefficient contained in this decree include dyes, perfumery and cosmetics.

## RUSSIA

SOAP.—The Russian Fatty Substances Syndicate expects the oil trusts to sell 225,000 poods (a pood is 36 pounds avoirdupois) of household soap, and 7,500 poods of toilet soap, besides modest quantities of candles and glycerine, in the course of the working year. There is a strong demand on the market for soap. The Kursk Public Economy Bureau put 4,000 poods of soap on the market, of its own make, and quickly sold it. The Nizhegorod Salolin factory sold all its ready goods in soap. The Centrosoyuz is producing soap in its factories and has practically sold all its output.

## SALVADOR

DUTIES ON PERFUMES AND TOILET ARTICLES.—Minister Montgomery Schuyler, San Salvador, reports that the import duties into Salvador on perfumes and toilet articles have been decreased as follows, by decree effective July 26, 1923: Perfumes, formerly paying a duty of 3.00 gold colones per kilo, are now listed at .40 gold colones per kilo, and toilet articles formerly listed at 1.50 gold colones per kilo are now listed at .40 gold colones per kilo.

## SWITZERLAND

NEW CUSTOMS TARIFF PROPOSED.—A revised Swiss tariff has been proposed. The proposal includes a new general schedule of import duties generally well above the present level of rates and understood to be intended as a basis for the negotiation of commercial treaties. This revision is not expected to become effective before the Spring of next year.

## Why the Editor Fled

The bolt of lightning came down between Mrs. Carney and her sister, and ripped off a good deal of plaster.—*From an account of a storm in the Hudson, New York, Evening Star.*

## Generous Jurist

Judge—"Twenty years at hard labor."

Prisoner—"All I have to say is that you are mighty liberal with another man's time."—*Puppet.*



### EXPORTS STILL GAIN; IMPORTS DROP

Soap manufacturers will be interested in the showing made for eight months of this year in their industry by the Bureau of Foreign and Domestic Commerce at Washington. A healthy gain is seen in exports, while imports have fallen off, the latter phase indicating that more American consumers are using the domestic product, which branch of the trade is growing along with the advance in foreign demand for our soaps. Valuations for the eight months, showing an increase of \$757,577, are thus distributed:

Exports	Toilet Fancy	Laundry	Other Soap
January, 1923	\$254,252	\$358,428	\$106,184
February	275,077	406,661	172,827
March	335,193	452,742	153,741
April	334,965	367,630	89,636
May	257,273	337,286	131,902
June	278,295	414,027	139,787
July	218,103	463,877	108,017
August	210,629	536,085	105,729
8 months, 1923	\$2,164,077	\$3,330,358	\$1,007,823
8 months, 1922	\$1,757,406	\$3,070,164	\$887,111

Comparative grand totals are as follows:  
July, 1923, \$789,997; 1922, \$680,006; gain, \$109,991.  
August, 1923, \$852,443; 1922, \$804,661; gain, \$47,782.  
Eight months, 1923, \$6,502,258; 1922, \$5,744,681.

Imports for the first two months of the new fiscal year and eight months of the calendar year, up to September 1, as follows, show \$151,996 decrease in foreign soaps used in two-thirds of this year by the American public:

Imports	July 1923	August 1923	For Eight Months 1923	1922
Castile soap	\$3,189	\$11,062	\$126,562	\$255,069
Toilet soap	28,498	30,170	181,867	*
All other	8,114	9,582	196,937	402,293

Totals ..... \$39,801 \$50,814 \$505,366 \$657,302

\*Not classified separately until Sept. 22, 1922.

### Palmolive Moves to Chicago—Other Soap News

SOAP SECTION readers will be interested in other departments this month, including TRADE NOTES, one of which tells of the moving of the Palmolive Co. from Milwaukee to Chicago and plans for a new fifth Palmolive factory at Edgewater, N. J.

A specially interesting article is the account of the Milwaukee Journal's survey of the sale of soaps.

### The Soap Trade in Philadelphia

In Philadelphia, soap manufacturers report favorable business. Sales of industrial soaps are active, and local dealers look for continued good business for the remainder of the year. Toilet soap is selling in excellent volume.

### STANDARDS FOR TALLOW

The tallow market has always been one which fluctuated widely, and at times wildly. The soap trade has never been able to keep pace with its various moods and fancies. In short, it has always been next to impossible for the soaper to buy his tallow intelligently. At times when the market seemed decidedly weak and about to decline and the soap maker was congratulating himself upon the fact that he would get tallow cheap if he would only wait a while, a sudden turn would put it at high levels. At other times, when purchasing at once to avoid high prices seemed advisable, the soaper has bought only to see the price break to low levels and to find himself with high priced material on his hands in a cheap market.

Naturally, the law of supply and demand has had an influence upon the tallow market as it has upon all markets, but the trade has been kept more or less in the dark in regard to the workings of the market and its fluctuations. Soap makers have bought more or less at random and without the benefit of full information, such as is available about a great many commodities. Especially has definite information as to the supply of goods and the probable future supply and manufacture been more or less vague and indefinite. A check upon the demand is easier than a check upon supply but the one without the other is hardly sufficient to form a reasonably accurate judgment as to the course of any market.

Of still greater importance from the standpoint of the purchaser, however, has been the question of standards for the purchase of this very important soap ingredient. Intelligent buying of any commodity cannot be carried on without a definite knowledge of the quality, purity and regularity of the supply upon which the industry must depend. Such a knowledge has been very difficult to secure in the case of tallow. There has been agitation for standards more definite than the bare designation of the product for a long time back, but efforts to establish such standards have been more or less unsuccessful. Some buyers have attempted to purchase upon specification but they have found this all but impossible at times when the market was under-supplied with goods and none too easy even at times when stocks were ample or more than sufficient to take care of the demand.

### Opposed to Standards

There has also been a marked opposition on the part of the producers and sellers of tallow to the establishment of definite standards of purity. This opposition has hindered the soaper in his efforts to secure such standardization. It may be said, however, that the opposition has been based upon more or less reasonable grounds. There are reasons, which will be set forth later in this article, why the setting of certain standards and the general acceptance of certain definite specifica-

tions for the sale of the material is not as easy as it would be with respect to a purely chemical compound whose character is little if any affected by changing seasons and varying methods of production.

Turning back a little into the history of the tallow trade, it will be found that not so many years ago, the recognized grade of tallow for the manufacture of soap was New York Prime City Tallow. This article was of the proper degree of whiteness to be acceptable to the trade. Its content of free fatty acids was not excessive, and its titre was within the limits most acceptable to the soap industry. For many years, this grade of tallow was considered in the light of the soap makers' standard and was so accepted in the trade both by the sellers and the purchasers.

Gradually, however, the quality of this so-called Prime City grade began to deteriorate. The color became unacceptable and variable in many instances. The acid content could not be wholly depended upon nor was the titre in the vicinity of 40-42 at all times. Complaints as to quality were numerous. To meet these complaints, the makers placed upon the market a new grade of tallow called New York City Special Tallow. This grade at the outset, was wholly acceptable to the soap industry. Its color, acid content and titre were satisfactory. In fact, it conformed almost exactly with the old standard for the Prime City quality. But it was a great deal different than the then existing Prime City grade both in characteristics and in price.

This City Special grade was held up to quality for about two years and then the same process which had been evident in the old Prime City grade began to affect it. Gradually the color, acid content, titre and percentage of impurities and unsaponifiable material changed until the makers were again forced to meet the complaints of the buyers by issuing still another grade. This grade was named New York City Extra Tallow. Again it was satisfactory but to those who recalled the former soap makers' grades of tallow, it was no different than the original Prime City and the City Special grades had been upon their inception. This grade has been in general use for a short time only. At the outset, it seemed destined to follow the ways of its two predecessors, but recently a real effort has been made to keep it up to quality and there are not many complaints at the moment regarding its quality. What may happen in the future is another matter.

#### A Suggested Specification

Buyers of tallow in the soap trade believe, however, that they should have something more definite to depend upon than the mere name, no matter what that name may seem to denote at any definite period of time. They remember what happened to the other qualities marketed under different names and designations and they do not want to be wholly dependent upon the name of the material as a guarantee that it will be up to quality. They are anxious to see the establishment of certain definite standards for the sale of tallow. As a tentative proposal, one of the principal buyers suggests that the color conform to a certain standard as measured by the Lovibond tintometer, that the F. F. A. content be not more than 6 per cent, that the titre be 40-42 and that the M. I. U. content be not over one per cent. This, it is felt would be a definite and reasonable standard for soap makers' tallow and one which could be put into effect without disorganizing the industry and with very good effect upon the trade as a whole. As an additional incentive for its establishment, it is pointed out that outside lots, not city made, or not offered under the designation City Extra, could easily be judged as conforming or not conforming with this test, where at the moment, there is no definite standard as to quality on these parcels.

Now for the difficulties in the way of the establishment of some such standard as that outlined in the preceding paragraph. The first, and probably the most serious is the fact that tallow of two different runs is likely to vary considerably in quality. Tallow manufactured in the summer is different from tallow manufactured in the winter. The effect of warm weather

upon the fat is considerable and some makers find it impossible to get the same results from their summer runs that they get from their winter runs. The large packers have less difficulty in this respect, for they have control of the fat during their entire process. The outside makers, who depend upon collected fats as raw material, are faced with a more difficult problem during the summer months. The soap makers are likely to stress the fact that the big packer manufacturers get a fairly uniform result both summer and winter, considering the problem of the outside producer. However, it is pointed out that he could sort his fat. The objection to this of course would be the cost of such a procedure.

#### Objections Not Insurmountable

Another, but a lesser objection to the general idea of specifications for tallow is the fact that the various soap makers use tallow of quite different qualities. One soaper wants a pure white material, but is not so particular as to free fatty acid content. Another is very particular about F. F. A. content, but can take a material a few shades darker than his competitors. Still another can use a material with a greater percentage of unsaponifiable matter and another can use a slightly different titre. How, asks the tallow maker, can all these differences in requirements be covered in a single specification? Naturally, the specification must be fairly liberal but at the same time strict enough to insure quality. The soaper might ask in turn: How are all these points covered when the article is merely City Special or City Extra?

In order to put this suggestion for a new method into effect, practical unanimity on the part of the soap trade would be necessary. It would also require at least a grudging consent on the part of the sellers to make it wholly successful. Thus far, the trade has not gotten together on the point. Agitation has been heard here and there in regard to it, but nothing definite has actually been done. Chemicals, oils and other soap materials have been standardized and must be up to specification. The lack of some similar method of judging the quality of tallow is something of a handicap to the soaper. Perhaps nothing can be done about it, but if the industry gets into the proper temper for it, definite action could probably be taken and some such standards as those outlined above could be adopted and given a name which would mean something in the industry. The past and present designations may mean much or little. In any event they are not wholly satisfactory to the soaper.

#### SULPHONIC ACIDS FROM NAPHTHA AS FAT-SPLITTING AGENTS

Edmund Trepka, with the partial assistance of A. Szaniawski, has reported in the Polish journal *Przemysl Chemiczny* (6, 49), experiments on various fat-splitting catalysts. According to the Russian literature, Petroff's reagent consists of sulphonic acids of the higher hydrocarbons of the naphthalene series. In order to discover whether its action is really due, aside from the catalytic effect of free sulphuric acid, to these acids, the simplest naphthalene sulphonic acids were tested for fat-splitting power. The acids tested were alpha—and beta—naphthalene sulphonic, 1, 5—, 2, 7—, 1, 6—and 2, 6—Naphthalene disulphonic acids. It was shown that the number and position of the  $\text{SO}_3\text{H}$  groups has no influence on the course of the reaction. The presence of these simple naphthalene sulphonic acids does not further the hydrolysis of the fats unless other compounds are also present, which are capable of forming higher complexes with the sulphonic acids. The fat-splitting power is considerably enhanced by an addition of Turkey Red oil. Single fractions of petroleum oils from Krosno were sulphonated with fuming sulphuric acid and the products tested for fat-splitting power. This power was considerable in the case of certain fractions.

## SOAP BASE FOR MILLED SOAPS\*

(Continued from Page 388, September, 1923)

One can never count on obtaining a satisfactory soap base by this means. In some instances no trouble will be experienced, but in most cases the perfume, at least, will deteriorate during storage, and the perfuming ingredients will be wrongly blamed for this effect.

In one particular these soapmakers are undoubtedly right, in that an incompletely saponified tallow soap can be salted out with a comparatively small quantity of salt, thereby removing the danger that the soap will become scaly during the subsequent treatment.

So long as a soap of this kind, incompletely saponified, remains in the manufacturer's warehouse—which will not be more than a few weeks, in most cases—it will appear to be perfect, and the soap maker himself will be convinced that there is no fault to be found with it. As soon, however, as it has to be shipped, and has to undergo wide variations of temperature, and is then kept for months on the dealer's shelves, the trouble begins to appear. The soap becomes unsalable, and the dealer returns it to the factory and refuses payment. Only then will the eyes of the soap maker be opened, and even though he may secretly acknowledge his error to himself, he will, in most cases, strive to evade responsibility by recalling the perfect appearance of the soap as it stood in the factory warehouse. Many, however, will be convinced by such experiences of the advisability of taking the comparatively slight extra trouble of twice salting out the spent lye. Still, many soap makers stick to the faulty method, either through pure obstinacy or because they do not know how to help themselves, and thereby invite further disaster.

To return to the boiling of the soap mass itself, the chief attention is to be paid to the sufficient moisture content of the nigre. The caustic lye should not be over 16-18° Bé., in case of direct firing, or 22-23° Bé. when steam is used. The reaction should be started with a little lye and a few pails of water, by heating and stirring at the same time. As soon as the fat and lye no longer separate, and the mass in the kettle has become thicker and darker, caustic lye is continuously added, while the mass is heated and crutched all the time, until the soap is strong enough, and is boiling quietly. If the nigre, after being strengthened to the right point, is too thick, or if it separates solid, as in the case of curd soaps, then it is deficient in moisture. Water must then be added, while the excess caustic is meanwhile controlled, until a uniform, easily boiling nigre is obtained. This is allowed to boil quietly for several hours, if possible, keeping a good excess of caustic present. Shortly before closing for the day, salt is added to the extent of 2 per cent, or at most 3 per cent, the mass is boiled up for a short time, and the kettle then allowed to stand over night.

On the following morning the spent lye is drawn off as completely as possible, and lye is added in quantity approximately sufficient for the saponification of the cocoanut oil which is to be used. This lye should be strong, about 30-32° Bé. for underfired, or 40° Bé. for steam-jacketed kettles. The mass is then brought to boiling. If the curd is somewhat spongy, as will often be the case, especially with direct firing, the soap must be allowed to boil clear on top of the strong lye, as is done with settled soaps. Then the cocoanut oil is added and saponified cautiously while crutting, and the water needed for thinning out is

added little by little. This time the soap should not be made so strong, the excess of alkali not being allowed to go over 0.06 per cent, nor to be less than 0.04 per cent after boiling for a while. The soap must now form just as thin a sheet when thrown up with the paddle as would a well-thinned curd soap. In this connection it must be noted that the soap must be thinned out more in proportion as it contains high-melting fats, and must be kept shorter the more soft fats and liquid oils have been used in it. To settle the nigre, the kettle must be left undisturbed as long as possible. This is especially important, since at least in the larger factories the soap base is run off directly over cooled rollers into the drying room. Great care is also to be taken in drawing off or dipping out the soap that no nigre gets into it, which would be likely to cause scales during the subsequent processes.

Equally great care must be taken to remove the scum which forms on top of the soap mass. This scum contains most of the fat particles which have in any way escaped saponification, and would therefore certainly be likely to cause rancidity of the finished soap in storage, even though this foamy scum would not seem harmful in itself, since the air bubbles in it would be pressed out during the milling process, and the air allowed to escape. Usually no attention is paid to this precaution, though it is just here that the reason for most trouble is found.

Sometimes it happens, through some neglect or lack of care, or frequently as a result of the attention of the helper being called away from the kettle which he is watching, that the nigre will bunch; that is, form a thick and more or less solid mass in the kettle. This may be as a result of a delay in adding the lye. If this misfortune happens to a soap which is already about half-saponified, lumps will form which are so hard and tough that they can only be brought into solution by long-continued boiling with an excess of lye and continuous crutting. In this case it can easily happen that some of the lumps remain sticking to the crutting mechanism, to the steam coils, vents, projections on the kettle, etc., and thus escape solution. Gradually, however, these will partly dissolve or come loose from the iron and, owing to their low specific gravity, will rise to the surface of the soap and become disseminated in the scum. Thus considerable quantities of unsaponified fat may get into the soap together with the scum, and therefore undoubtedly cause spoilage of the finished soap. By careful removal of the scum one is thus guarded in the simplest way against all possible errors which may have occurred during the boiling, and can thus prevent further mishap.

For milled soaps which are colored bright yellow, such as the so-called palmitin soaps, and especially for light brown violet soaps, the soap base is made from bleached palm oil, together with about 25-30 per cent of cocoanut oil. Soap base made from palm oil possesses, unless it has not stuck to the kettle in case of direct firing, a characteristic, pleasant violet-like odor, so that the use of soap base made from palm oil in violet milled soaps renders possible a considerable saving in perfume. The method of preparation of palm oil soap base is exactly the same as that for tallow soap base. The palm oil is first saponified by itself with weak lyes, the nigre made very strong and then salted out to a soft grain. On the next morning, after separating the spent lye as completely as possible, the cocoanut oil is added and the mixture treated just as described above. These soap bases may often be bleached to advantage.

### For Cheaper Bulk or Stock Goods

Finally, a second grade soap base may be manufactured, for use in the cheaper bulk or stock goods. Darker colored fats may be used here, but they must have an odor not very much stronger than that of the fats used in first class soaps. Palm kernel oil, being cheaper than cocoanut oil, can re-

\*From *Seifensieder Zeitung*, Vol. 49, No. 22.

place it advantageously. The use of "by-product" oil is not to be recommended, for the reasons already brought out. Suitable fats for this kind of soap are, besides talgol or other such hardened oils, freshly prepared wool fat, horse grease having not too strong an odor, pure yellowish bone grease, etc. Since all these fats, with the exception of talgol and the other hardened oils, have relatively low melting points, it is hardly necessary to include any great quantity of soft fats or oils. The percentage of cocoanut or palm kernel oil should be the same as in the case of the soaps described above, and the whole method of preparation is identical. The tallow-containing fats, since they saponify with difficulty and only by the use of weak lye, should always be saponified first by themselves, while cocoanut or palm kernel oil, on account of their saponifying readily, even with strong lye, and because they take up so much more salt, are to be used in the second operation, to bring together the curd.

Bleaching is, of course, essential in the case of second quality soaps, and must be the more thorough the darker the color of the fats employed. Quite often such light-colored soap base is obtained thus that it can be added, at least in part, to first class soap base of a comparatively deep tint; that is, if the odor is not too strong. Most strong-smelling fats can, as above described, be purified by means of caustic soda, and thus be freed of part of their odor. In any case, it is especially desirable to subject inferior fats to a preliminary purification, if one desires to obtain irreproachable products. The curd which forms when the fat clears must, of course, be carefully removed, and can be worked up into household soaps. The bleaching process should be performed preferably at the final boiling; that is, the second change, in order to avoid waste of bleaching material, which is always expensive. Thus most of the impurities and much of the color will be drawn off in the first spent lye, and the bleaching action will be confined to the pure soap.

For the sake of completeness, it is necessary to describe still another process, which is occasionally used even nowadays, mainly in very small factories. It is carried out as follows: Pure white tallow and cocoanut oil, with or without the addition of small quantities of pale liquid oils; that is, the whole stock, are melted together, strained through a sieve into a portable kettle and then stirred with 36-38° lye, exactly as in the case of cold process cocoanut oil soaps. As soon as the mass becomes thick, the kettle is placed in a hot water bath and the contents left to heat spontaneously for several hours. After three or four hours most of the material in the kettle is saponified, and now an approximately complete saponification is brought about by heating and stirring, just as in the case of a transparent glycerin soap. Finally, the soap, which has a crocodile skin-like surface, is strengthened to normal alkalinity and framed. After cooling, it is cut into bars, shaved, or chipped, and dried, like any ordinary soap base. Naturally, only pure, pale, odorless fats can be worked up by this method, since no purification by means of the spent lye takes place, and therefore all the impurities and coloring matter, excepting the coarse dirt remaining on the sieve, go into the finished soap base. On the other hand, the entire glycerin content of the fats also remains in the soap. (Fatty acids cannot be worked up in this manner.)

At first glance this method, being simple, quick and clean, and capable of being carried out conveniently, even by inexperienced operators, would seem to present many advantages, especially for small concerns. But nothing is perfect, not even this apparently ideal method. Tallow and tallow-like fats require much water, an excess of caustic, heat and time, and if these conditions are not present, no complete saponification can take place. The greater part of these fats will be caused to saponify together with the cocoanut oil, if sufficient of the latter is present. Nevertheless, as a result of insufficient excess of caustic and of inadequate moisture, there will remain a considerable proportion of fat particles which obstinately resist saponification. Even if part of these are caused to react by long-continued and careful stirring of the mass, still enough unsaponified fat will remain in the soap to cause it to become rancid during storage. It is just by the use of this simple process that the manufacturer will be sure to get into trouble.

## AN ELECTRICAL DEVICE FOR MELTING POINT DETERMINATION

Uyttenborgaart's device for electrical determination of solidifying points promises to be of great value in the fat industry, especially in the control of hydrogenation processes. According to *Chemiker-Zeitung* (46, 493, June 1, 1922), the manufacture of this apparatus has been undertaken by Strohlein & Co., of Düsseldorf and Hamburg. Heating is effected by a platinum resistance. For solidifying points under 75° C. a storage battery serves as a source of current; for higher points a 110 volt circuit. Up to 150° the apparatus is filled with glycerin; for higher temperatures with sulphuric acid. The exact and gradual raising of the temperature makes possible accurate readings of solidifying points within 1/100 degree. In oil-hardening tests five instruments can be connected side by side in series, and each instrument can be provided with two samples. Since the temperature rises at the same rate in all the instruments, the samples will melt in the order of their degree of hydrogenation. A method for the exact determination of the solidifying points of fats is given in the original article.

## GLYCERINE LOSSES

The complaint is often heard that the evaporation of glycerine water is accompanied by losses amounting up to 10 per cent. Our experience of several decades in domestic and foreign plants does not confirm this. The glycerine loss observed in our practice on the average was less than 1 per cent. In one factory, for instance, we ascertained that the loss resulting from the evaporation of 14,180 liters glycerine water with a content of 28.2 volumetric percentage was .07 per cent, while in another plant one evaporation with a yield of 500 kg. of crude glycerine resulted in a loss of 2.3 per cent. In regard to the latter experiment we have to state that the crude glycerine remaining in the filter press could not be collected in this case and had to be left over for another evaporation, so that the loss of 2.3 per cent represents a maximum. There is no plausible explanation for large losses of glycerine. In a fairly good vacuum the evaporation is accomplished in a temperature of 40-50° C. and the thermometer rises to 70-75° only during a very short time. Our experience in the distillation of glycerine has convinced us that glycerine will not be carried off in the form of vapor, even if it is exposed to the mentioned maximum temperatures.

Undoubtedly the evaporation is sometimes accompanied by losses, but these are due in almost every case to the inefficient handling of the apparatus. While visiting glycerine plants we often observed the following conditions: On account of the lack of water—a disadvantage from which very many factories suffer—the cooling water became too warm. The vacuum fell below the admissible limit and the temperature of the liquid rose, as the steam could not be turned off. When this vacuum became normal again the temperature was far above the boiling point for this vacuum. This resulted in overheating of the liquid, bumping and foaming, and some glycerine was naturally lost in the form of lather, but the apparatus could not be blamed for the loss. In cases of this kind the working crew must simply be instructed to be careful.

The lathering of the glycerine waters can always be prevented by proper preliminary treatment, except when the evaporation is carried out in an inefficient manner, or in case of a defective construction of the apparatus.

Our remarks, of course, only refer to single evaporators and we have to mention in conclusion that evaporators consisting of several bodies require much greater care on account of their complicated construction.—*Feld & Vorstman, Ltd., Bendorf-on-the-Rhine, via Seifensieder Zeitung*.

## FORMULAE FOR POTASSIUM-FREE SOFT SOAPS\*

By FRANK C. VILBRANDT and E. V. KYSER, Department of Chemistry, University of North Carolina.

This article presents a series of formulae for soft soaps, where in the sodium salts have been partly and totally substituted for potassium compounds. The soaps thus produced are not haphazard substitutes, but are the equal of potassium-containing products in detergent and cleansing properties and for the preparation of certain pharmaceuticals. They are also inexpensive. The transparent variety, made from rosin, caustic soda and fatty-acid stock is clear, lustrous, firm of texture, freely lathering and readily soluble.<sup>1</sup>

The demand for chemical products wherein sodium compounds are used in place of the more expensive potassium salts is rapidly increasing, in order that there may be independence of foreign supplies of potash in their manufacture, and that potassium salts may be conserved for

being required to act as a filler to retain chemically the amount of water to hold it as soft soap.

Lamborn<sup>2</sup> defines soft soap as made from low melting-point stock with potash, and states that modern practice has compelled the distinction that while all potash soaps are soft, all soft soaps are not exclusively made with potash; however in the preparation of such a soap, "a potash-linseed oil soap is the only combination that that will retain its transparency throughout winter and summer." For clear transparent soap, very soft soap stock and caustic potash are essential because the presence of sodium compounds produce figging.

Other references<sup>3</sup> all show potassium salts to be an essential constituent. According to Brannt the substitution of one-half of the potash by caustic soda causes the

TABLE I—DATA ON THE PREPARATION OF SOFT SOAPS

Formula	Coconut Oil	Oil Stock: Pounds				Alkali: Pounds				Water Lbs.	Yield: Pounds Gross	Materials Cost per Lb.	Clouding Degrees	Time before Hardening	
		Fatty Acids	Soya Bean Oil	Corn Oil	Rosin	Tallow	Caustic Soda	Caustic Potash	Sodium Carb.						
A	12.5	...	87.5	...	...	...	20.0	...	...	120	240	232	\$0.0524	44.8	2 years
B	25.0	...	75.0	...	...	...	21.0	...	...	104	225	223	0.0544	48.0	2 years
C	25.0	...	75.0	...	...	...	19.0	...	...	111	230	221	0.0546	39.0	Discarded
D	30.0	...	70.0	...	...	...	19.5	...	...	110.5	230	220	0.0549	44.6	2 years
E	5.0	...	95.0	...	...	...	7.0	...	...	100	207	202	0.0548	38.2	Discarded
F	39.0	...	39.0	22.0	...	...	15.4	...	...	92.6	208	204	0.0462	33.1	6 weeks
G	51.0	24.0	...	25.0	...	12.0	4.0	...	...	113	229	224	0.0488	33.2	6 weeks
H	51.0	16.0	...	25.0	8.0	15.2	...	...	...	103.8	218	213	0.0434	54.6	3 weeks
I	51.0	24.0	...	25.0	...	15.2	...	...	...	104.8	220	216	0.0446	32.8	2 years
J	51.0	24.0	...	25.0	...	15.0	...	2.0	...	103	220	216	0.0452	34.1	2 years
K	51.0	...	24.0	25.0	...	15.0	...	2.0	...	103	220	216	0.0416	33.7	2 years
L	68.0	...	...	32.0	...	20.6	...	...	...	99.4	220	216	0.0397	32.8	3 weeks
M	71.5	...	...	28.5	...	16.5	...	3.5	...	100	220	214	0.0396	33.8	3 weeks
N	100.0	...	...	...	...	18.0	...	...	...	137	250	245	0.0445	48.0	2 weeks

agricultural purposes. However, such demand does not permit mere substitution without regard to quality; the new article must be fully as good and accomplish the same results as the original potassium containing compound.

## Definition for Soft Soap

Considerable amounts of potassium salts are used annually in the manufacture of transparent and other soft soaps. To prepare such soaps without the use of potash would save much of the latter chemical for the more needy agricultural pursuits. In no place in the literature is it stated that a soft soap, clear and transparent the year round, can be produced with sodium salts to the exclusion of potash. By preparing a transparent soft soap without the use of potash, it is hoped that it can be shown that all grades of soft soaps do not require the use of any potassium compounds in their manufacture.<sup>2</sup>

Soft soap is understood to be a soap prepared chiefly from potash lye and oil, of a soft, salve-like consistency and containing more water chemically fixed than hard soap. According to Thorpe<sup>3</sup> it is one in which the base used is preponderantly potash, small quantities, if any, of sodium hydroxide being employed in warm and hot seasons. It also is clearly stated that the presence of potassium carbonate is necessary to produce a clear transparency and of the proper consistency for handling, this compound

product to become turbid, short and friable, but one-quarter substitution can be used in hot climates.

## Experimental Work

The usual "boil" method of soft soap manufacture was used, i. e. the fatty acid stock was cut and boiled in hot caustic, no salting out being required and "fitting" being eliminated. Mixtures were made beginning with pure caustic potash and substituting until pure caustic soda was used. Only a limited number of oils were used, an effort being made to obtain merely a relationship between the products using potash and soda.

The formulae studied, the yields and the cost of materials used in each formula are classified in Table I. In many instances large repeat batches were made to check up the results. Where sodium entirely replaced potassium, as in I, J, K, L and M, three and four runs were made; in all such check experiments no differences were noticed in yield or quantity of product. The limited number of oils used does not indicate that other olein stock could not be substituted for those used in the above formulae. The proportions may vary for different stocks but a little experimentation will yield formulae from which satisfactory soft soaps can be made.

Wherever caustic soda has been substituted in part for potash the yield of soft soap of a definite consistency from a given stock decreases in proportion as the caustic soda is

\* From the *Chemical Age*, New York.

<sup>1</sup> This work was suggested by the Committee on Substitution of Potash by Soda, Dr. J. R. Withrow, Chairman of the National Research Council.

<sup>2</sup> Brannt: The Soapmakers' Handbook, p. 321, H. C. Baird Co., Phila., 1912.

<sup>3</sup> Diet. Applied Chem., Vol. IV, p. 772, Longmans, Green, London, 1919.

<sup>4</sup> Modern Soap, Candles and Glycerine, 282, Van Nostrand & Co., 1906.

<sup>5</sup> Spons' Workshop Recipes, Vol. IV, p. 174, Spons', London, 1904. U. S. Patent 964,538, 1910; C. A. 4, 2749 (1910). Seidenzieder Ztg. 42, 235 (1915); C. A. 9, 1698 (1915).

substituted, not alone because a lesser weight of caustic soda than potash is absorbed, but hydration of the resulting soap is reduced. However, the slight increase in yield with potash is offset by the higher cost of this chemical, the cost per pound of sodium soaps being considerably less.

The products produced according to formulas I, J and K, wherein no potash was used, dissolve very readily, lather instantly in hard, soft, hot or cold water and yet do not contain as much water as the pure potash formulas A, B and D, which were almost equal in value to the above mentioned sodium soaps. Due to a lack of sufficient lye, formulas C and E produced greasy soaps. A mixture of rosin with the olein stock with a decreased amount of water gave a soap that was too soft and thin. Even the introduction of some caustic soda to increase the hardness did not help, although it did increase the yield, but also the cost of materials per pound of product.

The introduction of tallow into the stock and elimination of all the potash gave a product that was too hard. Dropping the tallow from this formula gave the best soaps yet made. Changing the composition of the oils and adding sodium carbonate for "fitting" did not change the results, although the substitution of the cheaper corn oil for the more expensive soya bean oil reduces the costs. The products of formulas I, J and K, after many weeks of standing showed only a faint trace of a film on the surface, but no separation or change of consistency.

The use of single oil stocks with rosin and caustic soda, as in formulas L and M, showed that although the consistency was fair when first made the product lost some of its water on ageing and got too hard. Mixed oils seem to be essential for a good quality soap. Rosin is also essential, since its omission in formula N produced a soap that was not transparent, too hard on ageing for a soft soap, in addition to high cost.

Green soap, soap liniment and other pharmaceuticals calling for potash soaps were made from the transparent soaps produced from formulas I, J and K and were equal in all respects to those made from the pure potash formula soaps A, B and D.

Since a high-grade, clear, transparent, all year nonfetting soft soap can be made by the use of mixed olein stock, rosin and caustic soda in the total absence of potassium compounds, it is safe to assume that all other grades of soft soaps wherein fetting and turbidity are not detrimental properties can be made without the use of potassium compounds in any form.

#### British Patent for Purifying Fats and Oils

Process for the purification of oils and fats—N. Goslings, E. P. 172,923, 23,621. Conv., 14.12.20. Addn. to 167,462-3. Lime or other insoluble soaps of solid fatty acids, as well as soluble salts, and bases, such as alkaline-earth or other metal oxides or hydroxides, which form insoluble soaps with fatty acids, are added to oils and fats in the process described in the chief patent. For example, 85 kg. of a suspension of lime in water, containing 70 per cent of calcium oxide, and 25 kg. of sodium chloride are added gradually, at the ordinary temperature, to 10,000 kg. of raw rapeseed oil containing 5 per cent of free fatty acids. The mixture is agitated until the free fatty acids are neutralized, and then heated, under reduced pressure if desired, to expel the water. The temperature is then raised slowly to 90° C., 500 kg. of powdered lime-cocoanut oil soap is added, and solid material is separated by filtration or centrifuging.

#### Lemon Juice Soap Protest Sustained

Merchandise invoiced as unperfumed soap made of pure lemon juice classified as perfumed toilet soap at 30 per cent ad valorem under paragraph 66, tariff act of 1913, is claimed dutiable under the same paragraph at only 10 per cent. Opinion by G. A. McClelland. The lemon soap in question was held dutiable at 10 per cent under paragraph 66. Abstracts 45856 and 45857 followed. The protest was filed by Park & Tilford, New York.

#### SCHEME TO DETERMINE WASHING AND CLEANSING EFFECT OF WASHING MATERIALS

P. Heermann, the author, gives a complete account of the methods which he has worked out. They are summarized as follows: 1. Washing materials and bleaching materials are not comparable, since they belong to two different groups, within each of which comparisons may be made. 2. Artificial soiling is preferable to natural soiling, which is never uniform. 3. No simple method of expressing the degree of cleansing has yet been worked out, but one may be devised later by quantitative comparisons of the color shades before and after washing. 4. As a basic material for artificial soiling, a suspension (3 to 5 grams per liter) of colloidal indigo paste in water is suitable. 5. As additional soiling agents fatty materials (50 grams of machine oil in a liter of benzine or ether) or cloth dressing may be used, or a mixture of both. 6. Since artificial soiling can only be done with the greatest uniformity in series, comparisons should only be made between series, and not between single experiments. 7. For the first fundamental experiment the following washing materials were compared: Water, soda, K. A. soap powder, soap-soda. The washing effect of water is called zero, that of soap-soda 100. 8. The conditions of the test are to be kept as free from incidental effects as possible. Distilled water, uniform wringing and kneading, similar duration and sequence of washing operations, uniform number of operations. The work is done at 50 degrees, in order to avoid cooking or burning in of the dirt. 9. After a little practice, the degree of cleansing is easily estimated with the eye. Losses in weight are too slight and subject to accidental influences.—*Communications of the Institute for Testing Materials, Berlin-Dahlem.*

#### THE BLEACHING OF PALM OIL

The various kinds of palm oil cannot all be bleached with equal ease. Very good results are obtained with the bichromate-sulfuric acid method, and the following working plan can be recommended: 1,000 kg. palm oil are melted and permitted to clarify several hours. The clarified oil is transferred to a wooden tank fitted with a stirrer. At a temperature of 50° C. the necessary quantity of potassium bichromate (5-15 kg.), dissolved in a triple or quadruple quantity of boiling water, is added and then the sulfuric acid (15-45 kg.) of 20° Bé, diluted with the triple quantity of water. The mixture is stirred thoroughly, so that the oil and the bleaching agent become emulsified. At first the color of the stirred mixture becomes greenish, but it finally turns bluish-green. The duration of the bleaching process varies greatly (one-fourth to one hour). After the completion of the bleaching the mixture is permitted to settle and the chrome liquor drawn off carefully. Finally the oil is washed first with weakly acidified water and then with pure water. Other bleaching methods make use of "Tonsil," "Franconite," air and heat, hydrogen peroxide, "Lucidol," potassium permanganate and acid, chlorine bleaching agents, etc.—*Deutsche Parfumerie-Zeitung.*

#### Potash Production in Russia to Revive

The repair of the Kuban potash factories is going on energetically. The production of potash at one time was a leading branch of industry in the southeast of Russia, and was mainly concentrated in Kuban, where the potash produced acquired a reputation equal to that of foreign production. It contains up to 92 per cent of salt, while the level of the foreign product is only 87 per cent.

### SPONTANEOUS HEATING IN MEDICINAL SOAP POWDER

M. Wegner, writing in *Chemische Umschau aus den Gebieten der Fette, Öle, etc.* (Vol 29, pp. 119 and 127, 1922), describes an interesting case of spontaneous heating in "sapo medicatus." In the storeroom of a wholesale drug firm was a case, standing by itself, containing bags holding 5 kilos each of medicinal soap powder. Suddenly steam was observed issuing from the case. The soap in the one heated bag was baked together, almost black at the bottom, resembling montan wax in color and consistency. The cause of the spontaneous heating could not be discovered. The soap had normal composition and properties. No separation of carbon had taken place in the heated soap. A chemical examination of the latter showed that an extensive lactone formation had taken place in the fatty acids, the petroleum ether soluble portion having a saponification number of 28.5, while the petroleum ether insoluble portion had a saponification value of 67.9. Simultaneously an alteration in the molecular weight, or rather, the equivalent weight of the fatty acids had taken place, which, instead of the normal 280 for olive oil, was 298 in the petroleum ether soluble fatty acids, 214 for the insoluble. Theoretically, spontaneous heating might take place on account of the double bond in the oleic acid. Control experiments showed that the usual soap powder, the same powder extracted with ether and thus freed from neutral fat, and also the fatty acids derived from it, all were subject to sudden spontaneous heating when warmed in an air bath to 100-150° C. It has therefore been conclusively shown that dry soap powders prepared from oils are liable, when externally heated, to undergo spontaneous heating and seriously deteriorate in value. It has further been shown that this spontaneous heating is probably due to the content of unsaturated acids in the olive oil, and is an intrinsic property of the fatty acids. It was no longer possible to discover why, in the present instance, this spontaneous heating had taken place without access of heat from the outside. No catalyzing substances were found.

### Production of Edible Palm Oil

On the eastern coast of Sumatra efforts are being made to produce a palm oil that is as free from free fatty acids as possible and may be used as an edible oil. The nuts of the palms are gathered and assorted carefully, so that they do not become bruised, and then used as quickly as possible. The extraction of the free fatty acids is accomplished by treatment with lime or magnesia and filtration. Edible palm oil was already produced in 1913 in the former German colonies Kamerun and Togo. This oil contained only 8% free fatty acids at most, 0.5% water and 0.5% impurities.

### Belgian Vegetable Oil Market

At Antwerp in June there was little home business in cocoanut oil during the month because the margarine industry, which is the leading consumer of cocoanut oil in Belgium, was not active. Good demand for export of refined qualities. There was little business done in other vegetable oils in Antwerp during June. The market for cottonseed and palm kernel oils was dull; prices of rape oil advanced. Corn oil transactions were few because of the competition of soya bean oil.

### German Vegetable Oil Crushing Industry

Conditions in the German vegetable oil crushing industry are becoming more unfavorable every day. Millers have plenty of oilseeds on hand but can dispose of only very small amounts of finished products. Consul George D. Hopper, Hamburg, reports to the Department of Commerce.

### FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

not been purchasing many new crop Foots at the prices being quoted at present.

October 15, 1923.

A. H. HORNER.

#### Heavy Chemicals

The last month has witnessed a considerable degree of activity in the alkali markets. This was forecast in our report for last month when it was announced that contract prices had attracted a considerable number of buyers of alkalis for periods of from six months to a year. There has been a steady call for such contracts throughout the month and leading makers are responsible for the statement that sixty per cent of the soap trade's requirements for 1924 have already been covered. Naturally, the situation is a very firm one. On spot, there has been no change in prices and goods are being sold at the former levels. Export trading is fairly active. Not much competition from resale material is apparent in the workings of the market at the moment.

Caustic potash has been under severe competition during the period. On the whole, the domestic makers, who reduced their prices sharply early in the month have had the better of the argument. They cut to 7c per pound and thus far the importers have been unable to make offers at any more attractive figures. The result has been a turn to domestic producers, as supplies of a regular standard of quality and a regular source of shipments. There has been a great deal of gossip in the trade regarding lower prices on imported materials arising out of the approaching settlement of difficulties in the Ruhr. However, nothing coming out of Germany has as yet indicated that prices would be lower. Rather has the tendency been toward firmer levels. It would seem to be the part of wisdom not to wait for lower imported materials when domestic goods can be had at as reasonable prices as are now quoted.

#### Other Soap Materials

Rosin and other naval stores have been pretty steady during the month. The usual day to day fluctuations in prices have taken place but they have resulted in very little net change over the entire period. Rosins on the average are about 10c lower on the barrel. Export trading has not been any too brisk and the stocks of goods in the South seem to be more than ample to take care of the requirements of the trade at the moment. Buying should be more active in the near future and this may take down stocks and raise prices. It is about the season of the year when purchasing should begin to grow. Other soap materials have been fairly active and prices have held steady. There has been no change of any great importance in prices and none is anticipated by sellers in the immediate future.

#### Leverhulme Makes Gift of \$5,000,000 Island

Lord Leverhulme's latest act of munificence is an offer of the Island of Lewis, of which he is the proprietor, to its inhabitants. His proposal is that all the land within a seven miles' radius of Stornoway shall be a free gift to the Town Council, along with his residence, Stornoway Castle, and gardens, his suggestion being that the latter should be used as the town hall, library, and public park. All the crofters in the island, except the ex-raiders, are to receive their crofts as free gifts. Lord Leverhulme is retaining only some small islands for his personal use. The estimated value of this proffered gift, which is likely to be accepted, is £1,000,000.

#### Exports of Cocoanut Oil from Ceylon

A report just received by the Department of Commerce from Consul Marshall M. Vance, Colombo, gives the following exports of cocoanut oil to the countries named, for the first quarter of 1923, in tons: United States, none; United Kingdom, 2,269; Germany, 1,184; Egypt, 514; Norway, 390; other countries, 272.

## MARKET REVIEW ON TALLOW, ETC.

### TALLOW

(Specially Written for This Journal)

While New York extra grade is unchanged from the recent price of 7½ cents ex plant and 7½ cents delivered, yet considerable quantities of outside productions equal to the New York extra grade have been taken at 8 cents per pound delivered, and the general tone of the market is steady to strong.

Edible fats such as lard and cotton seed oil have ruled somewhat higher during the past week and the advance sustained, although at the moment this does not effect market values of inedible fats.

Aided by a steady inquiry for prompt and forward shipment mostly to Italy for greases of medium and good quality, the market for this type of material has been steady with 6½ cents loose for good quality house grease and other grades at relative prices.

In the middle west and western markets prices have held steady with prime packer tallow at 8½ cents loose indicating that for the time being New York values are in line and there is no pressure due to the fact that inedible fats stocks are being absorbed at current levels practically as fast as produced.

October 16, 1923.

TOBIAS T. PERGAMENT.

### GLYCERINE

(Written Specially for This Journal)

Since our letter of September 17 the price has remained at 7 cents, as quoted over the counter, but sales, especially in carload lots, have been made at very much below this figure and even small business will probably be taken at something under 17 cents. This has been an inactive period for all grades of Glycerine and until a better demand sets in no improvement in price can be looked for. If a better buying, especially of Dynamite, does not occur within the next month or so, it is just possible that lower prices yet may be recorded for Refined. There has been a determined effort to hold up Crude Glycerine, but it has not been highly successful and in fact, rather the reverse has occurred. The use of Chemically Pure Glycerine, by the tobacco trade, it is stated, will show a decline, taking the year as a whole; during the last two or three weeks, there has been active buying for account of this industry. If the situation continues as it is today we see little reason for any particular change in price during the balance of the year.

October 15, 1923.

W. A. STOPFORD.

### VEGETABLE OILS

(Written Specially for This Journal)

The demand for Vegetable Oils since our last review has been fair but not very heavy. Prices have remained about unchanged excepting for Crude Corn Oil. This commodity following the decline of Crude Cottonseed Oil, dropped to 8½ cents per pound f.o.b. Middle-western mill. It is now quite steady at this level.

Cocoanut Oil though rather quiet except for a few scattered sales, has remained firm. A better demand for

this oil is expected shortly and with the apparently firm situation in the primary market, a little buying may have a tendency to strengthen the market here. Copra is unchanged and quoted at 5 cents per pound Pacific Coast and 5½ cents per pound New York.

Quite a few small parcels of Palm Oil have lately changed hands but big buyers have been buying sparingly. The European market has been rather bullish and for this reason, prices here have been steady. Palm Kernel Oil has been very quiet recently, but is steady at 9½ to 9¾ cents per pound New York in barrels.

A few hundred barrels of Sulphur Olive Oil (Foots) for nearby deliveries changed hands at 8½ cents per pound New York. The supply for early delivery now seems to be very limited. There is a fair inquiry for November and December arrivals but buyers' and sellers' ideas are too far apart. New crop Foots are quoted at the same price as the old crop. Up to this writing, soap makers have

(Continued on Preceding Page)

### SOAP MATERIALS

#### Tallow and Grease

Tallow, New York, Special, .063½c. Edible, New York, .09½. Yellow grease, New York, .06½@.07. White grease, New York, .07½@.08.

Rosin, New York, Oct. 15, 1923:

Common to good	5.85	I	5.85
D	5.85	K	5.90
E	5.85	M	5.95
E	5.85	N	6.25
G	5.85	W. G.	6.50
H	5.85	W. W.	7.00

Starch, Pearl, per 100 lbs.	\$3.67	@
Starch, Powdered, per 100 lbs.	3.57	@
Stearic acid, single pressed, per lb.	12½@	
Stearic acid, double pressed, per lb.	.13	@
Stearic acid, triple pressed, per lb.	14½@	
Glycerine, C. P., per lb.	17½@	@ .18
Glycerine, dynamite, per lb.		.16½
Soap lye, crude, 80 per cent, loose, per lb.		.11½
Saponification, per lb.		.13

#### Oils

Cocoanut, edible, per lb.	10½@	.11
Cocoanut, Ceylon, Dom., per lb.	.09½@	.09½
Palm, Lagos, per lb.	.07½@	.07½
Palm, Niger, per lb.	.07½@	.07½
Palm, Kernel, per lb.	.08½@	.09
Cotton, crude, per lb., f. o. b. mill.	.08½@	.09
Cotton, refined, per lb., New York	.12½@	.13
Soya Bean, per lb.	.11	@
Corn, crude, per lb.	10½@	.11
Castor, No. 1, per lb.	13½@	
Castor, No. 3, per lb.	12½@	
Peanut, crude, per lb.	.15	nominal
Peanut, refined, per lb.	.16	nominal
Olive, denatured, per gal.	1.12	@ .18
Olive Foots, prime green, per lb.	.08½@	.09

#### Chemicals

Soda Caustic, 76 per cent, per 100 lbs.	3.26	@ 3.30
Soda Ash, 58 per cent, per 100 lbs.	1.50	@ 1.75
Potash, caustic, 88@92 per cent, per lb. N. Y.	.07	@ .07½
Potash Carbonate, 80@85 per cent, per lb. N. Y.	.06	@ .06½
Salt, common, fine, per ton.	15.00	@ 24.00
Sulphuric acid, 60 degrees, per ton.	10.00	@ 11.00
Sulphuric acid, 66 degrees, per ton.	15.00	@ 16.00
Borax, crystals, per lb.	.05½@	.06
Borax, granular, per lb.	.05½@	.06
Zinc Oxide, American, lead free, per lb.	.07½@	.08½

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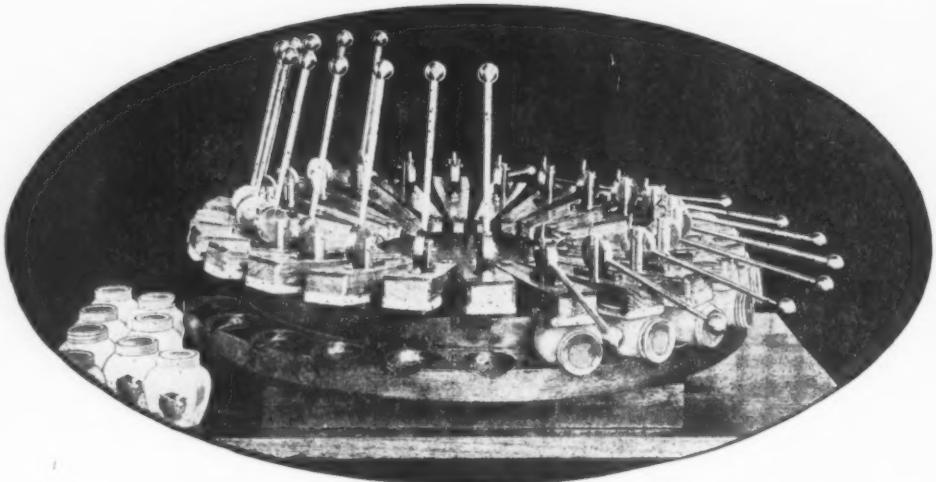
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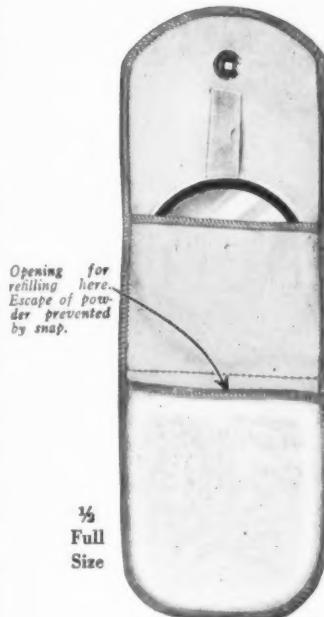
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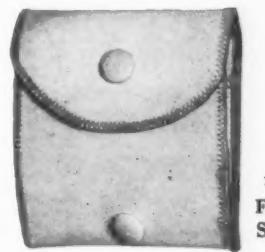
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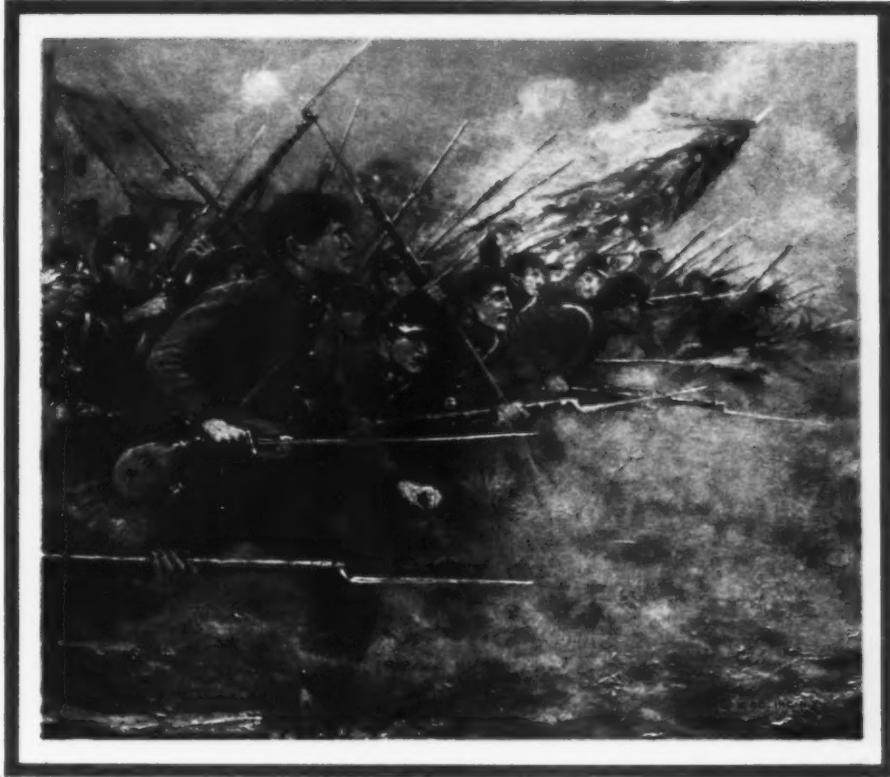
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Telephone—  
Pennsylvania 5700



CHARGE OF THE VIRGINIA MILITARY CADETS AT GETTYSBURG

# *The Spirit of the Nation*

DO you appreciate beautifully blended perfumes whose delicate shades of odor convey with utmost fidelity the aroma of the living flower?

Specify *grain* alcohol—either pure or blended with denaturants of our own refining in any approved formula.

*The Passville Company*  
LAWRENCEBURG, IND., U.S.A.

# *The Spirit of the Nation*



## *BRANCHES :*

NEW YORK, N. Y.  
PHILADELPHIA, PA.

CINCINNATI, OHIO  
GRAND RAPIDS, MICH.

MILWAUKEE, WIS.  
ST. LOUIS, MO.

ATLANTA, GA.  
OMAHA, NEB.

LOS ANGELES, CAL.  
HAMMOND, IND.

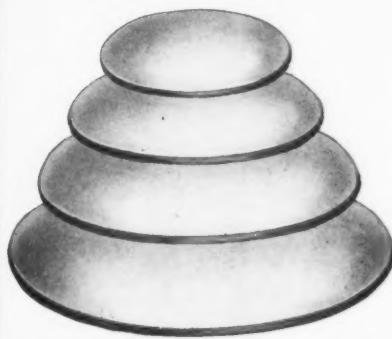
LOUISVILLE, KY.  
MINNEAPOLIS, MINN.

PITTSBURGH, PA.  
BUFFALO, N. Y.

BOSTON, MASS.  
CHICAGO, ILL.

*The Rossville Company*  
LAWRENCEBURG, IND., U.S.A.

# Do Your Face Powder and Rouge Compacts Give You the *Repeat Business* They Should?



Are You Using the Best Quality Available?



Our Rouge and Face Powder Compacts, Lipsticks and Eyebrow Pencils Mean *Larger Repeat Business for You!*

We supply face powder and rouge compacts to several manufacturers who have the reputation for selling the highest quality products.

*We Stand Behind Our Motto:*

Quality—a little higher  
Workmanship—a little finer  
Service—a little better  
Prices—a little lower

Our modern up-to-date plant insures immediate deliveries regardless of quantity.

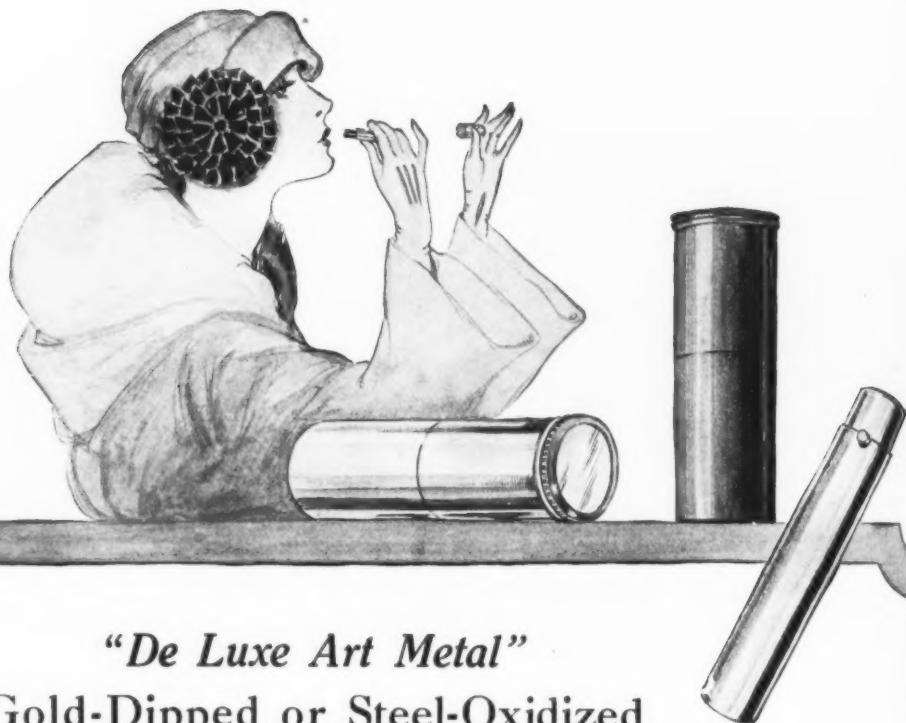
We will fill your boxes or furnish complete packages *under your own name*.

Inquiries will receive the personal attention of Mr. Louis Kronish, general manager.

Write for samples and quotations today and learn the reason why our products bring repeat business to others.



Le Marcelino Company  
104 Fifth Ave. New York, N. Y.



*“De Luxe Art Metal”*  
Gold-Dipped or Steel-Oxidized  
**LIP-STICK CONTAINERS**

can now be had with

***Diminishing Mirrors***

—so that Madame et Mademoiselle can now see beautifully not only their colorful lips but also their bewitching faces in full.

A big furore is certain—better hurry!

*Samples and Prices on Request*

**De Luxe Art Metal Corporation**  
New York City Office: 1123 Broadway



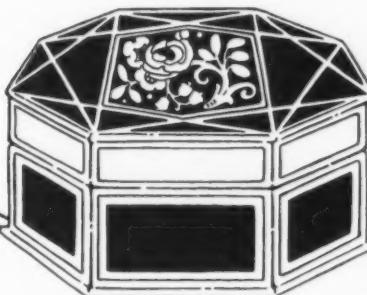
### You Wouldn't Place an Orchid in a Milk Bottle

A flower so rare and fragrant deserves a setting suitable to its beauty.

So it is with powders and perfumes. They only reach their fullest charm when displayed in suitable containers.

Alderman-Fairchild Containers have served to display many of the most popular makes. They are so artfully designed that they invariably suggest the fragrance of the product within.

Our designing Department is at your service for the preparation of ideas or the executing of yours.



**ALDERMAN FAIRCHILD COMPANY**  
*Container Craftsmen ~ Rochester, N.Y.*

# Feather Weight Thin Model Double Vanity

THINNER THAN THE AVERAGE SINGLE  
BOX—ONLY 9/16 INCH HIGH



ZINN BUILDING  
NEW YORK

Established 1875

Ladies of Refinement Will Prefer this Vanity. It overcomes all objections against the bulky size, weight and inconvenience of the ordinary double vanity.

Only 9/16 Inch High

MECHANICALLY PERFECT and made with positive spring catch for cover, with easy button release.

All finishes: highly polished—oxidized silver—triple-plate gold—or Roman (dull).

Full size mirror of Grade A1 quality.

Single Boxes Thin Model—7/16-in.  
High

Three sizes—1½, 2 and 2½ in. diameter.  
Positive spring catch for cover, with easy button release.

Compact firmly held by special spring holder—snaps into place—no pasting—makes refilling practical in the 2½ in. size.

*Prompt Deliveries*

**SIMON ZINN, Inc.**  
210 Eleventh Avenue, New York

\*Phone: Chelsea 2901

# If You Need Collapsible Tubes —plain or decorated

*We Can Give You  
Unusual Service*



## HORAK MANUFACTURING CO.

2522-24 S. Western Avenue, Chicago, Ill.

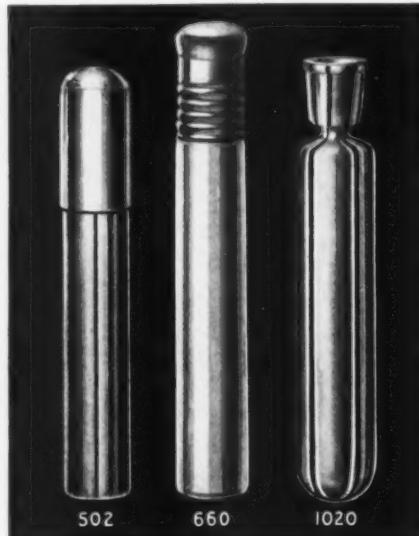
# Scientific Utilities Co., Inc.

18 East Sixteenth Street  
NEW YORK

Paris

Hamburg

Berlin



## *Plain and Colored Perfume Vials*

*Latest Designs  
Largest Assortment  
Prompt Deliveries*

THE undersigned company takes this opportunity of acquainting the perfume public with the fact that it has undergone a complete reorganization both inside and outside.

At the same time, it has increased considerably its facilities for the manufacture and sale of plain and colored striped perfume vials, with rod stopper and cap, or with constricted neck, at prices that are lower than that of any other firm in this line; at the same time keeping up the best standard of quality and workmanship.

We defy comparison.

We carry the largest stock on hand, hence are ready to make prompt and quick deliveries. Ask for new price list.

SCIENTIFIC UTILITIES CO., INC.  
NATHAN SANDERS, Pres.

### Filling Apparatus

New and specially designed apparatus for filling perfume vials either in large or small quantities. Prices low, results satisfactory.

### Laboratory Glassware

Complete equipment for the laboratory including instruments, chemical glassware, etc. Latest ideas from abroad.

### Capping Material

Sealtight capping material, an ideal alcohol and etherproof capping for perfume vials. A little goes a long way.

# Why Apologize For America?



*Why shouldn't  
American  
Made Prod-  
ucts be the  
peer of any  
thing Europe  
can offer?*



Using only the finest possible ingredients, employing the most scientific and sanitary methods known, surely American ingenuity need not apologize for its products. We have always held strictly to this idea and are demonstrating daily that BeeDeeKay American Made Goods are second to none.

A Perfect Laboratory and Our Own Art Department, all under one roof, are turning out Rouge and Face Compacts, Lipsticks, Eyebrow Pencils, and Hand Painted and Decorated Containers of UNUSUAL EXCELLENCE.

Mr. B. Kronish of this firm was a pioneer in this line, originating a wide variety of designs in hand decorated boxes,—and every case turned out by BeeDeeKay Laboratories is an EXCLUSIVELY ORIGINAL CREATION OF OUR OWN ART DEPARTMENT.

Mr. David Kronish, Chief Chemist, has built a reputation for producing Highest Quality Compacts ONLY.

All BeeDeeKay Products available under your own label or with a neutral label if you prefer. You are invited to inspect our new laboratories any time you are in town and see for yourself just why we say, "Why apologize for America?"

**AS HERETOFORE**  
You are assured the  
best.

BeeDeeKay  
LIPSTICKS, ROUGE AND  
FACE POWDER COMPACTS  
NAIL POLISHES  
SHAMPOO, ETC.  
HAND PAINTED AND DECORATED  
VANITY CASES  
SPECIAL DESIGNS TO ORDER.



A COMPLETE LINE OF  
TOILET ACCESSORIES  
MADE OF FINEST  
INGREDIENTS  
"Hand made to Beauty."

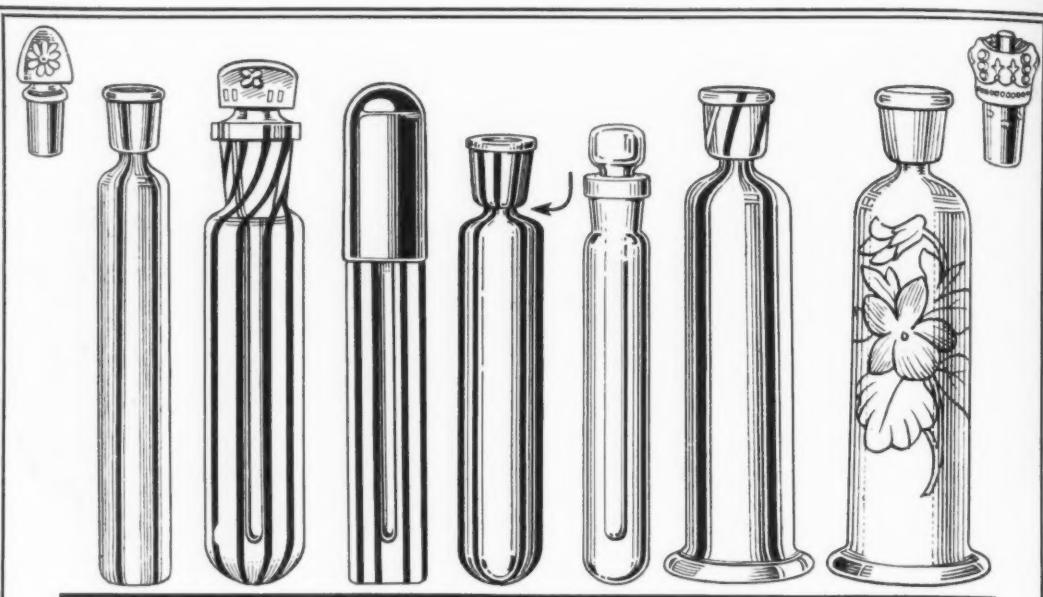
Samples and special  
prices cheerfully sent  
on request.

## B. KRONISH & BRO.

35 East 10th Street

..

New York City



ABOVE we illustrate a few STANDARD TYPES of VIALS made of plain and COLORED STRIPED GLASS. Other types can be made up to your order.

STOPPERS are GROUND TIGHT and DO NOT LEAK. CAPS, both BRASS and NICKEL PLATED are guaranteed not to tarnish.

SPECIAL ATTENTION is called to our NON-REFILLABLE (patented) VIALS. These can be made of plain white, colored striped and also of Non-Transparent Glass in all colors, mostly, pink, black, green, blue, amber, etc.

LET US KNOW what your requirements are and we will submit samples and prices.

### SEALTIGHT

A capping material alcohol and ether proof, also transparent. Sold in 1 pound cans, sufficient for sealing 15 gross small vials.

PER LB. \$1.75

### FILLING APPARATUS

consisting of glass jars clamped on to a metal stand.

EASY TO OPERATE

EASY TO CLEAN

½ pt. (250 cc.) each \$8.00

1 pt. (500 cc.) each 10.00



## Scientific Specialties Co., Inc.

331 FOURTH AVENUE

NEW YORK, N. Y.

Tel. Madison Square 7940



Factories:  
Meuselbach, Cursdorf,  
Thuringia

Cable Address:  
SCIENTIFIC, A B C Code 5th Edit.





## Makes it a *one man* job!

Think of what a saving the 100-pound Sierra sack means in your manufacturing processes.

It is an easy task for one man to handle these clean, light 100-pound cotton sacks.

You practically "save" a man for some other job if you handle your talc the Sierra 100-pound way.

### *The 100-Pound Sierra Sack—*

- means saving of time and "man-power" and added convenience in handling
- means that the talc in these clean sacks is free from whiskers and ravelings
- it means that Sierra Talc reaches you in the best condition for your use
- it means that the neat white cotton bag tightly tied, strong and durable, will more than pay you in the long run.

We can give you prompt shipment on all orders. In order to facilitate shipments we are maintaining distribution houses in the following cities—

*New York Boston Philadelphia Detroit Chicago St. Louis San Francisco*



**SIERRA TALC COMPANY**

EQUITABLE BANK BUILDING

LOS ANGELES, CALIFORNIA



*The old  
200-lb. sack—*

*The old 200-lb. sack is obsolete. Out of date. Expensive and cumbersome. The old 200-lb. sack kept two men on the job all of the time—grunting, tugging, swearing and delaying your manufacture.*

*The "Sierra Sack" way is fast and clean. The 100-lb. sacks are rugged, closely woven, free from dirt, ravelings and stringers. And—each sack is of uniform weight—100 pounds. This means one man can handle it on the platform and on your floors quickly and easily.*

*It makes it a "one man" job.*



## **How "ease in handling" pays the toilet goods manufacturer—**

The "ease in handling" phase of raw materials plays an extremely important part in the *profitable* manufacturing process of toilet goods. In choosing talc for your face powders, toilet powders, foot powders, creams, pastes and lotions you should give this question the importance it warrants.

The new 100-lb. Sierra Talc sack is the answer to the problem of "ease in handling". No need to delay your toilet goods processes at the platform—the 100-lb. Sierra Talc sack is easily and quickly handled. No loss of time, "man power". No trouble or worry. Sierra Talc reaches you in perfect condition.

If you are interested in cutting down handling costs on your platform, it will pay you to let us show you the new 100-lb. Sierra Talc sack.

Please remember that—we are in position to furnish prompt shipments in the new 100-lb. sacks—a car a year or 10 cars a month.

### **Sierra Cloud**

*Obtained from the very finest dust made in the grinding process. It is air floated and is caught in the finest dust screens.*

### **Sierra Snow**

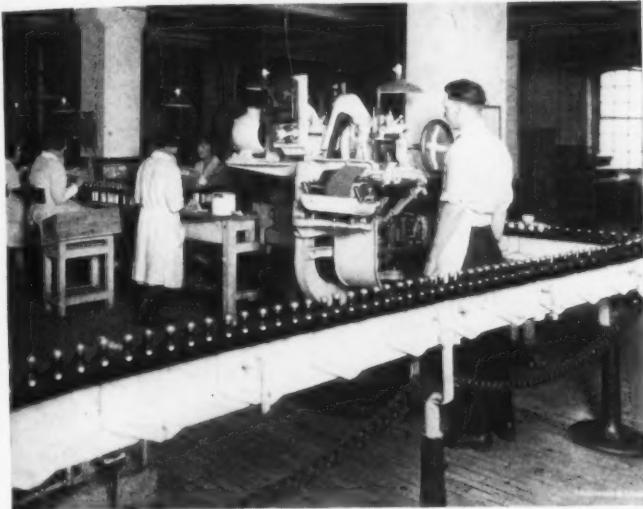
*Our standard talc—over 99% of it passes through a No. 200 mesh—unsurpassed for industrial and chemical purposes.*

*If you are interested in the use of Talc in the toilet goods trade write us for samples to prove our claim. We maintain distributing houses in*

*New York      Boston      Philadelphia      Detroit      Chicago      St. Louis      San Francisco*

**SIERRA TALC COMPANY** 

Equitable Bank Building  
Los Angeles      California



Larkin Co., Inc., of Buffalo, N. Y., label their bottled products on the

# WORLD LABELER

*Because they find*

—that production is increased, at a lower unit cost  
—that labor costs are reduced

—that the all round neatness and accuracy of these machines ensure a fine appearing package.

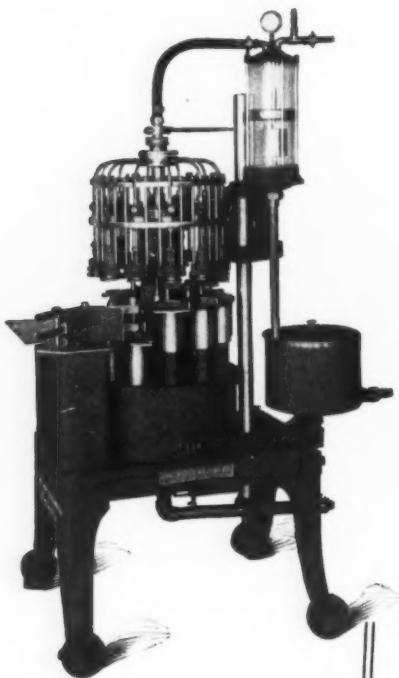
*Bring your labeling problems to the*

**ECONOMIC MACHINERY CO.** 18 Grafton Street Worcester, Mass.



LARKIN PRODUCTS ARE LABELED BY WORLD LABELER

# *This is the Filling Machine--*



**Karl Kiefer  
Rotary Vacuum  
Filling Machine**

—that discharges a continuous stream of perfectly filled bottles—one just like the next—40 to 100 a minute, every minute of the day.

Here and there a bottle may not fill, but you'll find that it is broken or has an imperfect top. All such bottles are automatically discarded.

There's never any smear or spill on the outsides of the bottles from dripping or overflowing, to make it necessary to wipe the bottles. All such waste and extra labor—heretofore a "necessary evil" meaning thousands of dollars every year to many manufacturers—is eliminated.

Just one operator is needed—to put on the bottles. All the rest is automatic.

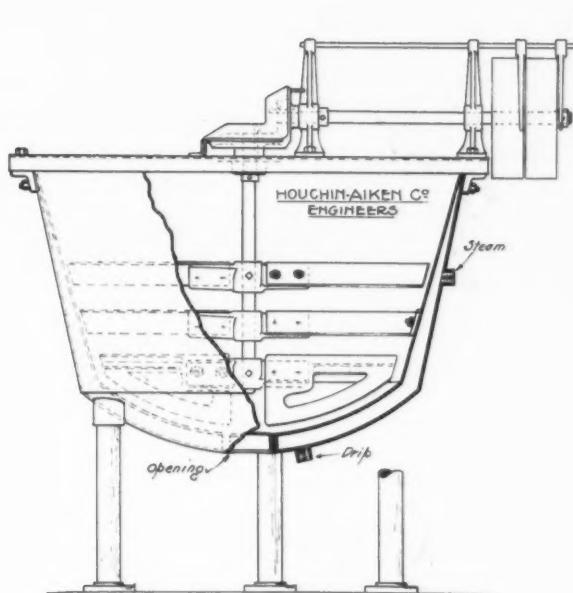
Bottles as small as  $\frac{1}{4}$  oz. and other sizes up to 16 oz. are being filled on this wonderful machine.

Perfumes, extracts, syrups, ink, oil, light and heavy liquids of all kinds are filled successfully on our Vacuum Filling Machines.

Write for details and catalog.

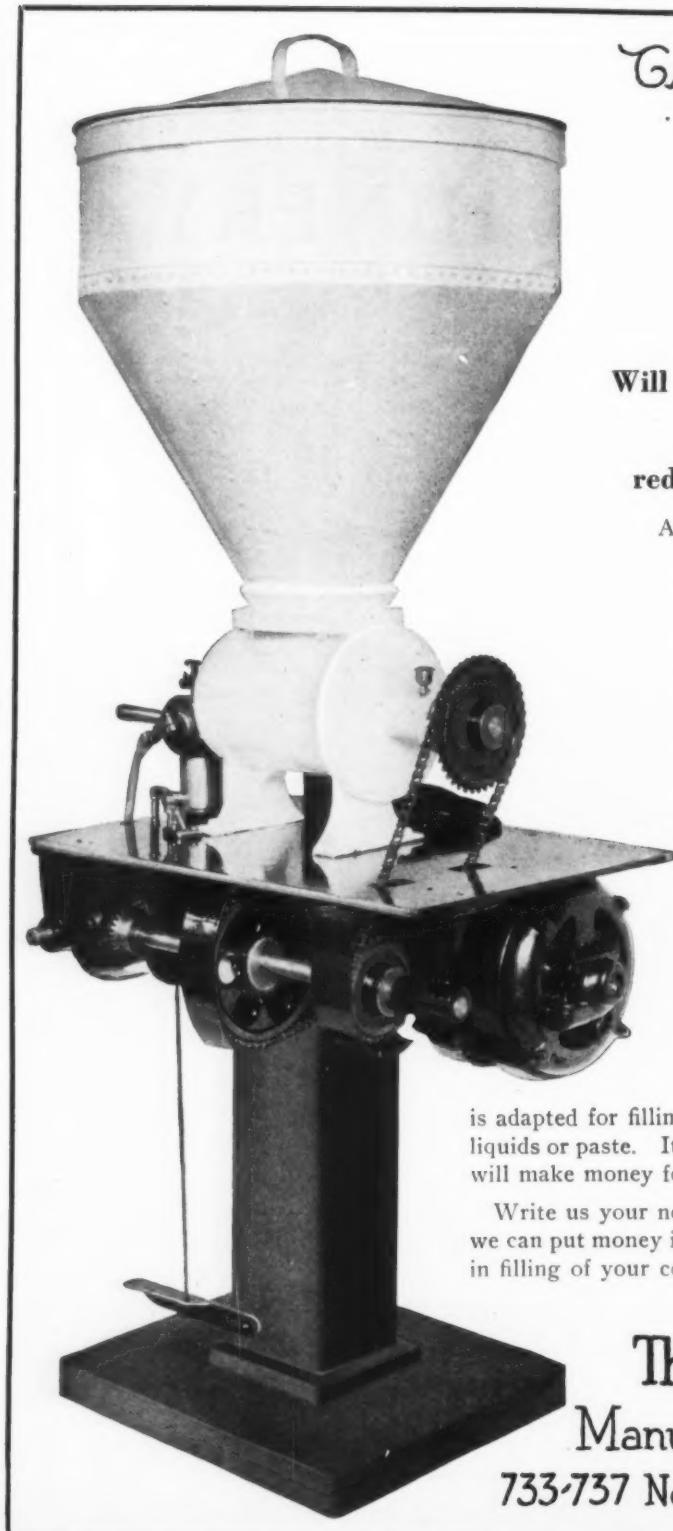
**The Karl Kiefer Machine Co.**  
Cincinnati, Ohio.

# SOAP MACHINERY



Seamless welded jacketed kettle for oils, glycerine soaps, and cold made soaps. All seams welded, making the kettle perfectly smooth on the inside. Part of our complete line of Soap, Chemical, and Glycerine machinery.

-----  
**HOUCHIN-AIKEN CO. INC.**  
**ENGINEERS & MACHINISTS**  
26 COURT ST. BROOKLYN, N.Y.



The **WEPPLO**  
Universal  
Vacuum  
Filler

Will increase your production  
50 to 100 per cent  
and  
reduce your filling expense

Among our satisfied users are:

*The Pepsodent Co., Chicago, Ill.  
Melba Manufacturing Co.,  
Chicago, Ill.  
Franco-American Hygienic Co.,  
Chicago, Ill.  
The Palmolive Company, Mil-  
waukee, Wis.  
Al Sano Laboratories, Mil-  
waukee, Wis.  
The Stomatol Company of  
America, Highland Park, Ill.  
A. J. Krank Manufacturing  
Company, St. Paul, Minn.*

We can satisfy you.

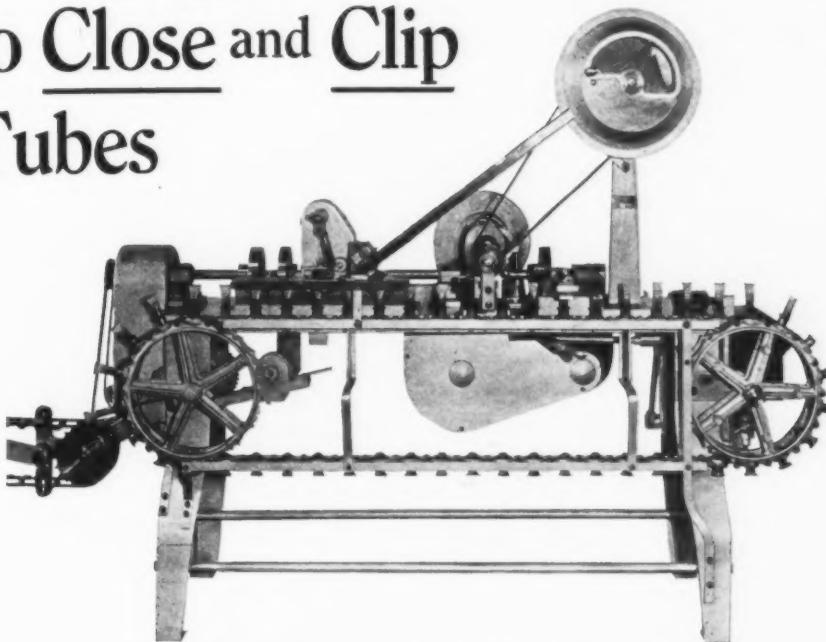
**The Wepplo  
Universal  
Vacuum Filler**

is adapted for filling all containers with liquids, semi-liquids or paste. It saves time, material and space. It will make money for you.

Write us your needs and we will prove to you that we can put money in your pocket through a big saving in filling of your containers.

The **WEPPLO**  
Manufacturing Company  
733-737 North Carpenter St. Chicago

# The First Automatic Machine to Close and Clip Tubes



Capacity 40 to 50 Tubes per Minute  
Operating Satisfactorily in Five  
Nationally Known Plants

"I wish to state that at this time that from all indications this machine is going to be a great labor saver as well as making a neater package."

"Our Closing Machine is a most promising unit, and unless our plans should materially change, we shall place another order with you shortly."

"The third Closing & Clipping machine which you delivered to us is a very wonderful machine. It has been running to our absolute satisfaction."

Above are excerpts from letters received from three of the largest toilet preparations manufacturers in the United States.

Requires only one operator. Eight consecutive automatic operations. Closes and flattens end of tubes, double folds, clips and dates automatically. Simple ejector discharges finished tubes from machine conveyor. Motor drive.

*Write for Full Information.*

**The Weimann Bros. Manufacturing Co.**



DERBY, CONN.

*For Efficient Mixing*

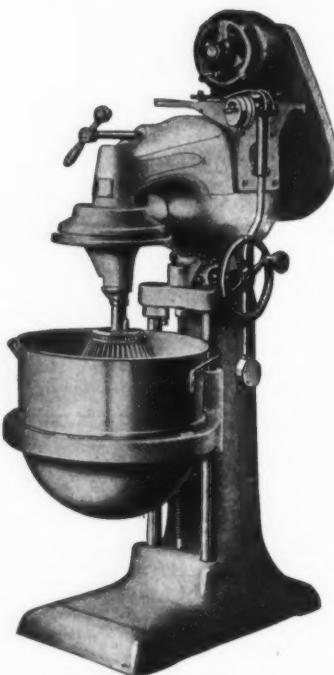
# READ THREE SPEED MIXERS

*ARE THE BEST HELP TO BE OBTAINED.*

**THEY INCREASE PRODUCTION and  
LOWER COSTS**

for Mixing  
FACIAL CREAMS  
SOAPs  
TOOTH PASTES

for Mixing  
SHAVING CREAMS  
TOILET PREPARATIONS  
and all  
LABORATORY WORK



*These Mixers Are Made to Meet  
All Kinds of Mixing Problems*

*Write for further data.*

**READ MACHINERY COMPANY**  
YORK, PA.

*Mixing Machinery of All Kinds*



Battery of Pfaudler Glass Lined Steel Pressed Pots and Tanks for handling synthetic essential oils—  
Morana, Inc., New York, N. Y.

## PFAUDLER GLASS LINED EQUIPMENT FOR HANDLING ESSENTIAL OILS

One of the many uses of Pfaudler equipment is the storage of essential oils. This equipment eliminates every possibility of evaporation, discoloration, or any form of metallic action. Among its users (covering the entire range of the perfume and cosmetic industries), are Richard Hudnut, Van Ness Laboratories, Pepsodent, A. S. Hinds, The W. T. Rawleigh Co., United Drug, Parke, Davis & Co., R. L. Watkins Co., Kolynos, Colgate & Co., etc., etc. Fill out and mail coupon, writing details in margin.

### THE PFAUDLER CO.

Makers of Glass Lined Steel Perfume and Cosmetic Equipment

ROCHESTER, N. Y.  
Branches in Main Centers

A. P.  
10-23

M E M O .  
Send details  
on your  
equipment

Name.....

Address.....



Pfaudler Glass Lined Steel Essential Oil Storage Tanks, fitted with laminated wood covers.—  
Ungerer & Company, New York, N. Y.

# "Klik-Tite"



## Do it with one hand

With Klik-Tite caps one hand only is needed to open and close the perforations. As easily operated as your electric switch.

Absolutely powder tight. Helps the Sale of Your Package. Retains the fragrance of your talcum. Write for full information.

**Klik-Tite Cap & Container Co.**  
8 West 40th Street  
New York City

*RALPH W. WILSON, Manager*

# Quality Collapsible Tubes

Attention to Detail  
Guaranteed Not to  
Peel or Crack

Pure Tin  
or Lead



*Plain or Decorated*

**WHEELING STAMPING COMPANY**

Factory	Eastern Representative
WHEELING, W. VA.	GEO. K. DILLER
B. E. STOVER, Sales Mgr., 90 West Broadway, New York	



## Light and dark amber shades

were the principal colors with which Rembrandt painted his masterpieces. In a perfumery sense our Amber gris types give the same warm and powdered tones in the hand and the nasal perfume. Our

### Amber gris E

is so close to Rembrandt

# POLAK & SCHWARZ LTD.

ZAANDAM-HILVERSUM

(Holland)

## BOIS-COLOMBES

(France)



Synthetics  
Essential Oils  
Aromatic Chemicals  
Flower Oils

Exclusive Agents for United States and Canada

JULIAN W. LYON & CO.

35 Fulton Street New York

Chicago Agents of Julian W. Lyon & Co.

A. C. DRURY & CO.,

420 Rush Street, Chicago

Phone Central 2549

We keep Stocks at New York and Chicago of:

Alcohol C8-C12

Citronellol

Juniperberry Oil

Musc Ketone

Aldehydes C8-C18

Cognac oil

Lilac Flower Oil

Musc Ambrette

Anisic Aldehyde

Geranol f. Citronella

Lily base

Nerol

Benzalidenacetone

Geraniol f. Palma Rosa

Linalool

Phenylethylacetate

Benzylacetate

Geranylacetate

Linalylacetate

Phenylethylalcohol

Benzylbenzoate

Heliotropine

Methylheptilcarbonate

Phenylacetalddehyde

Benzophenone

Heno de Padua

Methylparacresolether

Roseine

Cinnamic Aldehyde

Hyacinth absolute

Methylanthranilate

Scatol

Cinnamic Alcohol

Indol

Musc Xylol

Violet 100% (all kinds)

Made in Holland

NATURAL



STRENGTH

SOCIÉTÉ ANONYME DES ANCIENS ÉTABLISSEMENTS

# Auguste Bermond

NICE  
FRANCE

MAISON FONDÉE EN 1820

## Matières Premières pour la Parfumerie

Producers of highest quality

CONCRETES—LIQUID ABSOLUTES—NOVA ABSOLUTES—POMADES  
ABSOLUTES COLORLESS—RESINOATES  
ESSENTIAL OILS—FLORAL WATERS—CONCRETE ORRIS FLORENTINE

## OIL OF YLANG YLANG MAYOTTE

Possesses a sweeter and more flowery character than the Bourbon Oil. The high cost of the genuine Manilla distillate—when obtainable—should be an incentive to the perfumer to test the Mayotte Oil, which, we believe, has won permanent favor with American perfumers.

Samples and prices will be sent on request

COMPLETE STOCKS NOW CARRIED IN NEW YORK  
And at branch offices.

## EXCLUSIVE AGENTS FOR UNITED STATES AND CANADA

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Chicago Office:  
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420 Rush Street  
Telephone: Central 2349

Philadelphia Office:  
C. H. CAMPBELL  
Manager  
689 Drexel Building  
Telephone: Lombard 3618

Memphis Office:  
LILLY BROKERAGE CO.  
472-480 Union Ave.  
Telephone: Main 5127

NATURAL

TRADE

STRENGTH

MARK



## LA ZAGARA

REGGIO, CALABRIA, ITALY

PRODUCERS OF HIGHEST QUALITY

OIL BERGAMOT

OIL LEMON U.S.P.

OIL MANDARIN

OIL ORANGE U.S.P.

COMPLETE STOCK CARRIED IN NEW YORK AND AT  
BRANCH OFFICES

IN ORIGINAL UNOPENED CONTAINERS

*Exclusive Agents for United States and Canada*

## JULIAN W. LYON & CO.

INCORPORATED

35 Fulton Street

New York

ESSENTIAL OILS

FRUIT FLAVORS

OLIVE OIL

NEW CROP

Pure Spanish Oil Neroli Bigarade Petale

Pure Spanish Oil Geranium

Pure French Oil Geranium Pays

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472-480 Union Ave.  
Telephone: Main 5127







# DOUBLE VANITY!

MANY advantages over others.

No special hinges—no rivets—nothing to get out of order!

**NEAT! SLENDER! PRACTICAL!**

All Finishes. Designs. Cut Outs.

**BOXES** hinged and slip covers, in  $1\frac{1}{2}$ ",  $2\frac{1}{4}$ " and  $2\frac{1}{2}$ ".

**LIP STICK** containers—Oval and Round.

**BASES**—aluminum and zinc for powder and rouge compacts.

Prompt deliveries.

## MAJESTIC METAL SPECIALTIES

(Majestic Machine & Tool Co., Inc.)

Main Office—Factory Annex Factory—Warehouse  
197-201 Grand St. 128-138 Mott St.  
NEW YORK

Phones: Canal 8455-0988



(Patent Pending)

*Samples and Quotations on Request.*



## Appearance Can Arouse Desire

THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES  
A DESIRE FOR THE GOODS IT CONTAINS.

*We Specialize in Round Face Powder Boxes*

Write before placing your next contract.

**The Randolph Paper Box Co., Inc.**

1307-1313 Ross St.

Richmond, Va.

# Pansy D.

per lb. .... \$12.00

per oz. .... .85

Business preparedness is like national preparedness; have the item you need most, ready when most needed.

"PANSY D" is the new type of fresh floral note so popular with the perfumers today. By preparedness, we mean, that you should prepare now to meet the increasing demand for an odor of this type.

"THE USE TEST IS THE ONLY TEST"

## COMPAGNIE PARENTO, Inc.

NATURAL AND SYNTHETIC RAW MATERIALS FOR THE PERFUME AND SOAP MANUFACTURER

General Offices  
505 Fifth Avenue  
NEW YORK CITY  
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WORKS  
CROTON-ON-HUDSON  
New York  
Tel. Croton 141

Western Office  
410 So. Michigan Ave.  
CHICAGO, ILL.  
Tel. Harrison 7207

## FRIES BROS.

*Manufacturers of Aromatic Chemicals*

ESTABLISHED 1855

## VANILLIN

Appearance—White needle-formed crystals

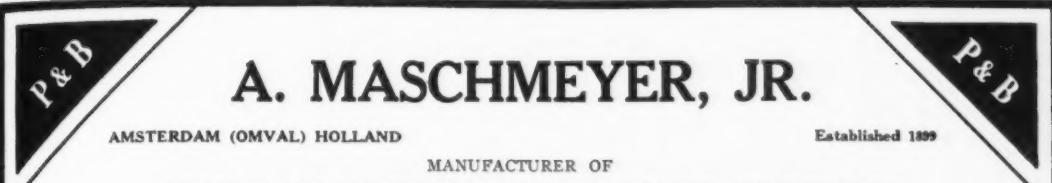
Melting Point—82° C

Ash—None

Alcohol Solubility—Readily and completely soluble

*Works:*  
Bloomfield, N. J.

*Office:*  
92 Reade St., New York City



# A. MASCHMEYER, JR.

AMSTERDAM (OMVAL) HOLLAND

Established 1899

MANUFACTURER OF

**HIGH-CLASS SYNTHETICS and AROMATIC CHEMICALS**

INCLUDING HIS WELL KNOWN SPECIALTIES:

**ROSE CENTIFOLIA "AMODOR," JASMIN WHITE EXTRA, NEROLY SYNTH. EXTRA**

AMBRE A. AND N.  
CYCLIA 100%  
MUSK AMBRETTE 100%  
PHENYLETHYLALCOHOL C. P.  
ALDEHYDES

**Ama  
and  
Amodor  
FLOWER OILS  
of world wide  
repute**

ROSEPHENON EXTRA  
RHODOL EXTRA  
RHODINOL  
IONONES—ALL GRADES  
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*Exclusive American Agents*

**Pfaltz & Bauer, Inc.**

**300 PEARL STREET·NEW YORK**

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217 E. Illinois St.

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Let us make your soaps—you can then concentrate entirely on the selling!

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Narcissus—  
\$50 lb., \$3.50 oz.

FOR LILAC WATER  
like the imported.  
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1 lb. \$16.  
1 oz. to gallon  
65% Alcohol

FOR  
COLD CREAM  
Rose "E," lb. \$25.  
4 oz. to 100 lbs.  
A Cream "Seller"  
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lb. \$7. Guaranteed  
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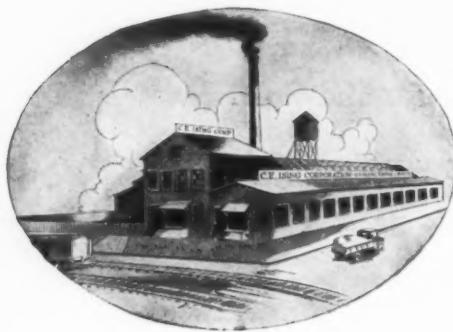
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### For Perfume Extracts:

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a very powerful and true Jasmin odor for fine Extracts.	
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a perfect reproduction of the now so popular flower.	

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An odor following the types now in demand yet quite individual in character.	

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Adds a delightfully delicate sweet odor to any good cream.	
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A pure white mineral oil of exceptional quality especially refined for use in manufacturing COLD CREAMS, NOSE and THROAT SPRAYS and general pharmaceutical purposes. Made in two grades—LIGHT and HEAVY.

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A medicinal white mineral oil of super-quality. Manufactured especially for Internal Use. Made in five grades—LIGHT, MEDIUM, HEAVY, EXTRA HEAVY and SPECIAL HEAVY. All grades more than conform to the requirements of the U. S. P.

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AMBER	LILY WHITE
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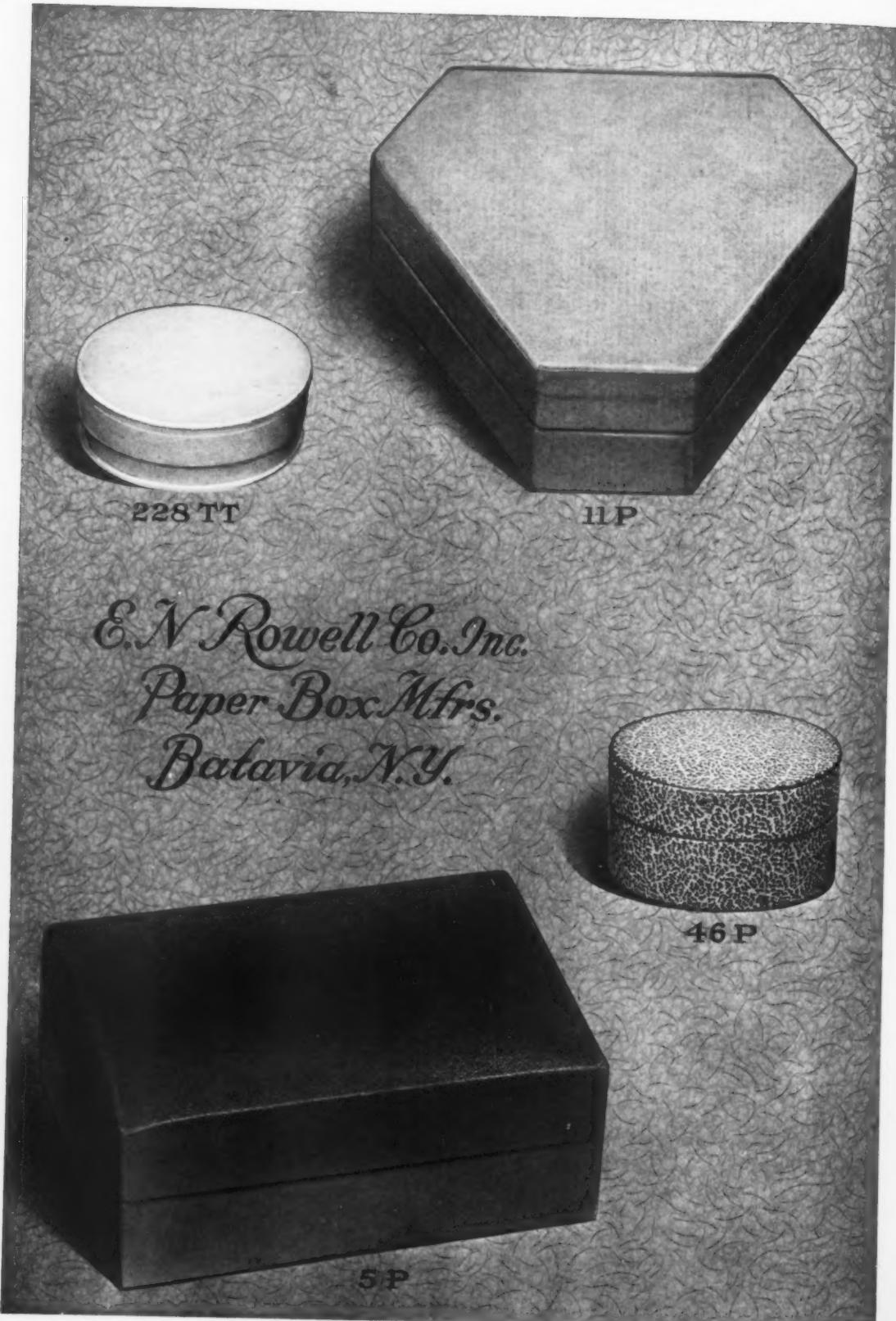
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A Powerful Organic Product  
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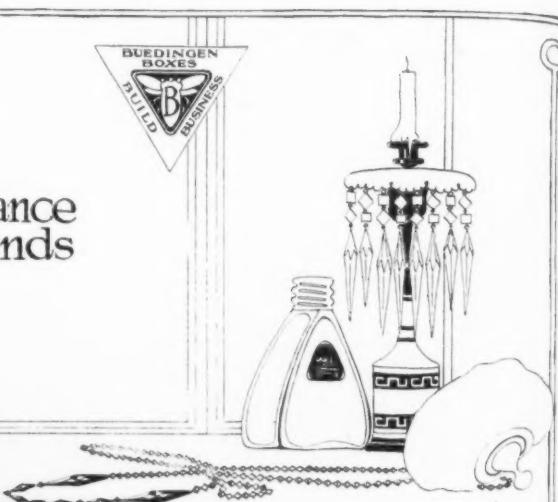
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Of general utility for Perfumes, Powders, or Creams.

Just as the quality of a picture depends more upon the skill of the artist than upon the cost of his paints, so the quality of a perfume oil depends more upon the skill of the perfumer than upon the cost of his ingredients.

The principal ingredients of ROSE DAMAS are skill and experience and the result is a perfume base of such exquisite fragrance that we unhesitatingly invite comparison of it with other rose compositions at double its price.

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An odor of great popularity, in its highest concentration. Its sweet fragrance and remarkable lasting powers proclaim it a masterpiece at

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We are able to maintain and guarantee the unvarying superior quality and concentration of our compounds because the ingredients are manufactured in our factories. We make a complete line of aromatic chemicals, terpeneless oils, and synthetic flower oils.

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*All boxes can be furnished with powder container*

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CAPES-VISCOSE are sales builders. They not only improve the appearance of your package but they insure the delivery of your product in perfect condition.

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They are furnished in all colors, transparent or opaque, to harmonize with your color scheme.

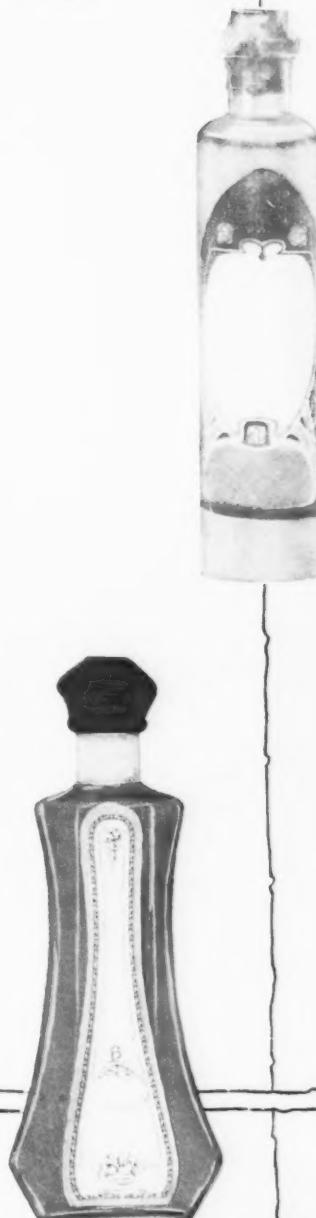
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Phone: Lexington 2743

American Works: Delawanna, N. J.





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*The Charm of  
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is well exemplified in the design of this box with its graceful swelled sides, its extended bottom; and its domed top—which fits in every position.



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We have the facilities to produce a line of high grade cosmetics under YOUR OWN BRAND.

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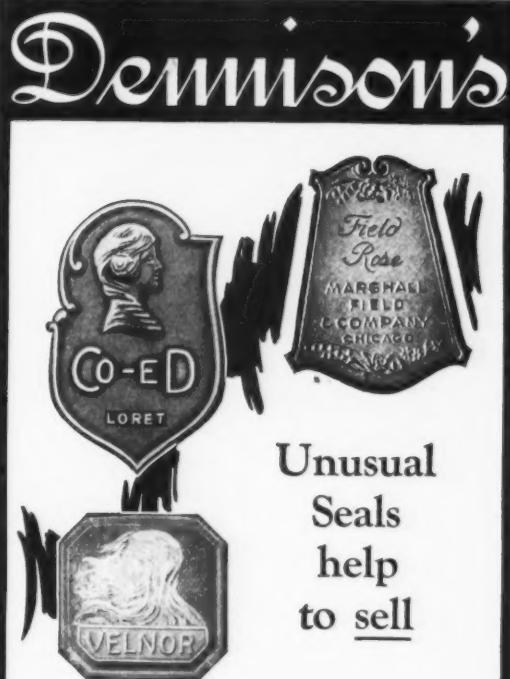
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Seals  
help  
to sell**

THE first sales of perfumes and powders may depend upon the appeal which the product makes to the eye. Give your product a distinctive touch—an unusual Dennison seal to brighten the bottle or box—and you are one step nearer a sale.

Dennison seals are first of all quality seals. They are capably designed and carefully manufactured. A Dennison seal is a mark of merit on any product.

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Dennison has also made the finest boxes for perfumers for seventy-five years.

**Dennison Manufacturing Co.**

THE **•TAG** MAKERS

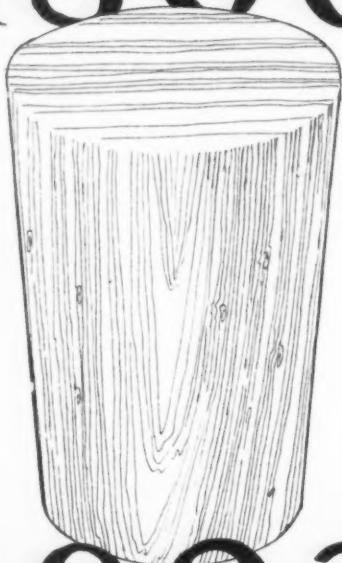
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Please send me samples of fine seals for Perfumers.

Name.....

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# 1923

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WHEN you come to think of it, our 63 years in the cork business mean a lot in quality, workmanship and service.

During that time we have built up a complete organization in the cork producing countries, which enables us to secure a steady supply of the best corkwood grown. That means **quality** right at the start.

Skilled operatives working amid cheerful and sanitary surroundings place Armstrong's Corks in a class by themselves so far as **workmanship** and **uniform grading** are concerned.

Two splendidly equipped factories at Pittsburgh and Lancaster, Pa., are a guarantee of **prompt, efficient service** whether your requirements are large or small.

*There is a great satisfaction in dealing with a concern that has such ample experience and facilities. If you wish it, a study of your requirements and an honest recommendation as to the corks best suited to your use will be cheerfully made without obligation.*

### Armstrong Cork Company

139 Twenty-third Street -:- Pittsburgh, Pa.

**Perfumery Box Coverings**

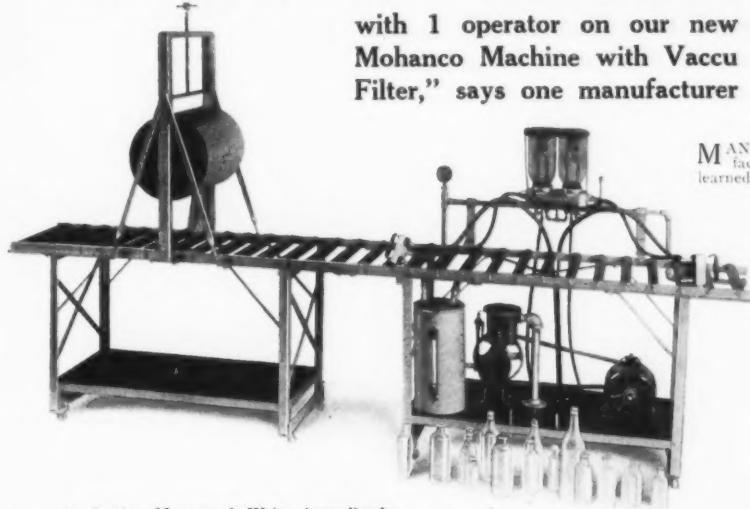
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with 1 operator on our new  
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Monthly output..... No. operators required.....  
and pin to your letterhead. Also send sample of product.

MANY of the large, many of the small manufacturers of the country have long since learned how to reduce production costs, and increase output, through the use of Mohanco labor-saving machines.

Now a great advancement is made in automatic bottle filling. For Mohanco Vacuum Filling Machines are now available with the well-known Vaccu Filter. The liquid is filtered and bottled in one continuous operation—increasing production speed as much as 500 per cent—and decreasing labor costs for handling often from 2/5 to 2/3.

The Vaccu Filter now used by such leaders as:

Palmolive Co., Eli Lily Co.,  
U. S. Gov't Hospitals, Albany Chem. Co., Standard  
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## MOHAN AND COMPANY, INC.

44 East 23rd St., New York

Manufacturers of Labor-Saving  
Machinery for Filling Liquids, La-  
beling Containers, Counting and  
Filling Tablets, Pills, etc.

## Cut Down Operating Costs With the HALLER

More efficient production means  
more profits.

Haller automatic rotary and bench  
filling machines materially reduce  
operating costs and at the same time  
increase the volume and uniformity  
of output.

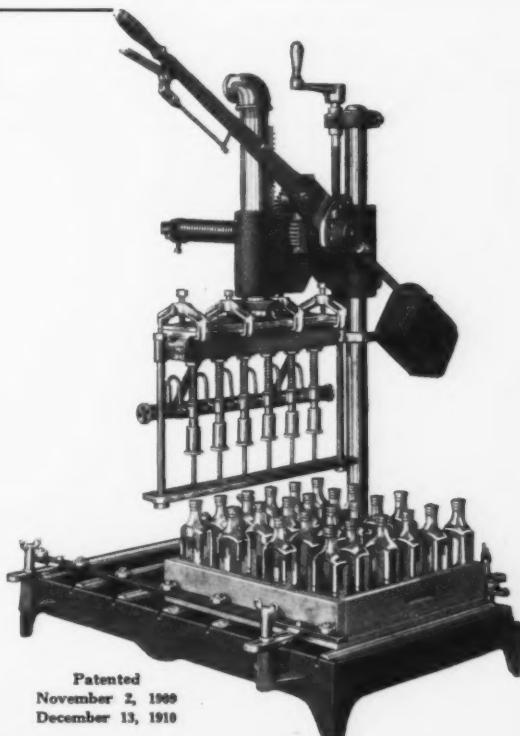
No matter what your output is, we  
can reduce your operating costs.

Write for full information.

This cut shows our improved Six Tube Bench  
Filler for Any Size and Shape Bottles.

**McKenna Brass & Mfg. Co., Inc.**

First Avenue, Ross and Water Streets  
Pittsburgh, Penna., U. S. A.



# TOMBAREL FRERES GRASSE

ORANGE SUPREME is made by  
*OUR OWN* special process.

ORANGE SUPREME is *one step*  
further than Absolute.

ORANGE SUPREME represents  
the *HIGHEST* concentration of  
the flower.

ORANGE SUPREME is free from  
the natural impurities *useless and offensive* contained in the *ABSOLUTE* Essence.

ORANGE SUPREME is *ABSOLUTELY* pure.

ORANGE SUPREME is the *BEST*  
ORANGE obtainable.

ORANGE SUPREME only retains  
the *clean odor* of the flower.

ORANGE SUPREME will *go further*, and therefore *costs less*.

The perfumers who are using  
ORANGE SUPREME know and  
appreciate the quality.

WHEN BETTER FLOWER ES-  
SENCEs are made TOMBAREL  
will make them.

*Quotations on request*



*Exclusive Representatives in the United States and Canada*

**Orbis Products Trading Co., Inc.**  
215 Pearl Street, New York, N. Y.

FIRM FOUNDED IN  
1899

CODES:  
A. B. C. 4<sup>TH</sup> & 5<sup>TH</sup>  
LIEBERS

Th. MÜHLETHALER. S. A.  
NYON



215  
Pearl Street  
New-York

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Representatives in the United States and Canada  
Orbis Products Trading C°, Inc.

215  
Pearl Street  
New-York



## Chèvrefeuille

Synthetic perfume giving the true fragrance of Honeyeuckle can also be used for new creations, to which it will impart a special note.

## Narcisse flor



Narcisse odor is now very much in favor. Narcisse flor is most powerful and gives the illusion of the flower.

## Lyrose



Most refreshing and delicate perfume, greatly appreciated all over the world. Suitable for all toilet preparations.

## Violette Alpha



We have been manufacturing this line for over twenty years. This long experience enables us to guarantee a product which is absolutely perfect. Please write for a sample if you don't know our quality.

# New Synthetic Flower Oils

Aurantine	Floreal	Oeillet Flor
Centiflor	Giroflée Flor	Opoponal
Chèvrefeuille	Lilas Flor	Real Violet
Chyprol	Lyrose	Rose Safranos
Cythéria	Muguet Flor	Rose Rouge
Dianthus Flor	Narcisse Flor	Sweet-Pea flor
— Original Flor —		

*We ask the American Perfumers to consult us in the event they desire to put on the market a new perfume, and we shall then be glad to submit them samples of New Modern Basic products to serve as a foundation, and to give a special character.*

TH. MÜHLETHALER, S. A.

## Specialties :

Ambrettol	Vanilline
Rose Alpine	Violette :
Tilleul (Hydroxycitronellal)	Alpha, Beta, Methyl
Heliotrope concrete	

Acetate Eugenol	fixateurs	Jasmin No 74
» Isœugenol	modernes	Isoeugenol
Cinnamic alcohol from Styrax		Irisolette pure 100 %
Citral chim. pur		Linalylacetate
Citronellol		Linalylformiate
Eugenol		Methylantranilate
Geranium artif.		Neroli synth., M & B
Geraniol		Oleo Musc
Geranylacetate		Phenylacetaldehyde
Geranylformiate		Salicylate of Amyl

TH. MÜHLETHALER, S. A.  
NYON, SWITZERLAND

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Orbis Products Trading Co., Inc.  
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Special prices for quantities

Ask for samples



Orbis Products Trading C°, Inc.

215 Pearl Street

**NEW YORK**

—We Are Headquarters for:—

OIL YLANG YLANG, MANILA  
 SCATOL C. P. 100%  
 GUM LABDANUM NATURAL  
 GUM OPOPOONAX NATURAL  
 GUM TRAGACANTH—All Grades  
 CASTILE SOAP POWDERED U.S.P.  
 ORRIS ROOT GRANULATED and POWDER  
 FILTER PAPER. Sizes Round 13 to 30 inches

*Quotations on Request*

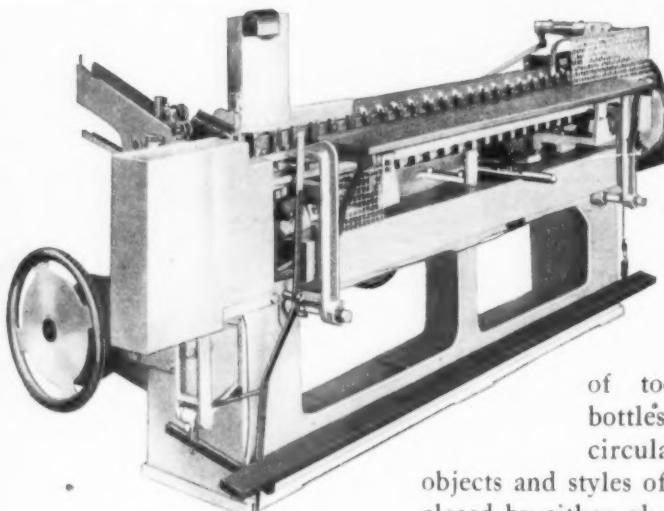
**ORBIS PRODUCTS TRADING CO., Inc.**  
 General Offices: 215 PEARL STREET, NEW YORK  
 Branch Office: 27 W. Illinois St., Chicago



ESTABLISHED 1874  
 Telephone: STAGG 0061

George Schmitt & Co. Inc.  
 Art Lithographers  
 253-259, Maujer Street,  
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Specialists in Furnishing the Perfumers with  
 Lithographed and Embossed Labels,  
 Cartons Show Cards Counter Cards,  
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FOR SETTING-UP AND CLOSING  
TOOTH BRUSH CARTONS

## ADAPTABILITY

That is one outstanding feature of the  
**REDINGTON  
CARTONING  
MACHINE**

They are successfully wrapping and cartoning soap, tubes of tooth paste with circular, bottles with corrugated liner and circular, and a great many other objects and styles of package. Cartons may be closed by either gluing or tucking in.

**F. B. REDINGTON CO.**

ESTABLISHED 1897

INCORPORATED 1907

DESIGNERS AND BUILDERS OF SPECIAL MACHINERY

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## A Sifter That Operates on a New Principle



## DAY Centrifugal of Unequaled Capacity

A bolting reel operated on an entirely new principle. The capacity is several times larger than the ordinary bolting reel and at the same time the floor space required is not increased. Material is blown through a stationary screen and is delivered aerated and fluffy. Made for continuous operation, and tailings are automatically removed from it. Particularly adapted to the sifting of face powders and other powders. Operation is quiet at all times.

DAY equipment can be designed and built to suit your particular needs. Write for the DAY catalogue of Special Machinery and let our engineers counsel with you and design your installations.

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Day Service Representatives in 15 Principal Cities

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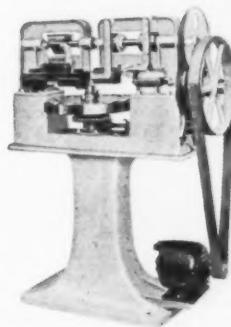


Tube and Jar Filling Machine

## SIMPLEX

### AUTOMATIC FILLING AND CLOSING MACHINES

Get the machines with the improved ideas—increases your production—Cuts your operating costs—

Patented and Patents Pending  
Tube Closing and Clipping Machine

These machines are the result of long research and intelligent tests, and will handle successfully all Viscous, Semi-Viscous and Liquid Materials. We also manufacture atmospheric Drum Dryers for lead and calcium arsenate. Your inquiries are solicited.



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*Engineers and Manufacturers of Chemical Machinery*

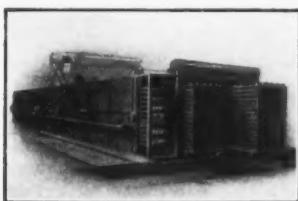
THE BOURSE BUILDING (Machinery Exhibit)

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## DRYING

LAUNDRY BAR SOAPS



The "Proctor" Continuous Truck Dryer—a wonderfully efficient system of drying all Laundry Bar Soaps. The bars of soap on trucks are automatically run through the dryer. Perfect surface drying is obtained with the least possible loss of weight. Saves time, space and labor. Send for our catalogue.

PROCTOR & SCHWARTZ, INC.  
Formerly The Philadelphia Textile Machinery Co.,  
Philadelphia, Pa.

**"Proctor"**  
DRYERS

## FILTER FAST

WITH THE  
**VACCU-FILTER**

Over 50 Times faster than  
Funnel Method

1000 Pounds  
Pressure

used against the liquid in the  
No. 1 size filter—300 pounds in  
No. 2 size.

This great pressure is created  
by the Vacuum pump attached  
to every Vacchu-Filter, which ex-  
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The FASTEST FILTERS  
in the WORLD  
of a Portable Type.

Filter paper or Felt is used as the filtering medium.  
Paper cannot break and spoil liquid already filtered.

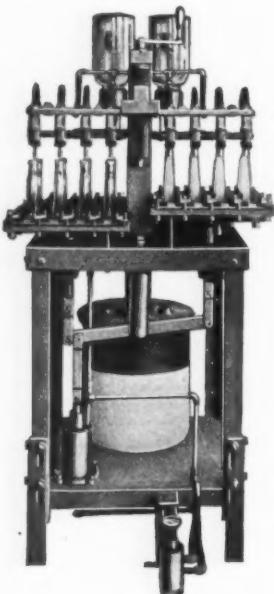
PRICES:

Size No. 1 \$8.00 complete. Papers cut to fit \$1.00 Per 100  
Felts cut to fit \$1.00 for 25  
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Felts cut to fit 15c each

For sale by all laboratory supply dealers or direct from us  
Write for circular describing larger Vacchu-Filter complete  
with Electric Vacchu-Pump.

ALSOP ENGINEERING CO.

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**Double Head Eight-Stem  
Semi-Automatic  
VACUUM FILLING  
MACHINE**

Fills four bottles while four others are being put in machine. Placing them in the machine discharges others on a Belt Conveyor. Readily adjusted for any ordinary size bottle. Foot control Valve automatically fills containers and dumps Overflow Jars. Detects bottles that will leak after filling, fills to absolute uniform height, and has no drippage.

Full particulars on application.

**INTERNATIONAL FILLER CORP.**

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**PETERSBURG, VA.**

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Phone Beckman 2217  
207 Water St.

St. Louis, Mo.  
CORLISS SUPPLY & MFG. CO.  
Phone Bement 25  
1906 Olive St.

Cleveland, Ohio  
A. K. EINSTEIN  
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**Do You Fill Powder Into Boxes?**

Take a look at

**STOKES  
Automatic  
Box Feeding  
Attachment**

Can be used  
on any

**STOKES  
POWDER  
FILLER**

Increases  
Capacity  
40%

Send for Circular

**F. J. STOKES MACHINE CO.**  
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***The Problem is Solved***

Shriver Filter Presses have solved the liquid soap filtration problem.

Now—you can filter your liquid soap quickly, easily and economically and produce a clear and brilliant material.

The filtration of thousands of gallons a day is an easy matter with a small Shriver Filter Press.

You should know more about this advanced method of Liquid Soap filtration—write us for further information.

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890 Hamilton Street, Harrison, N. J.

*The filter cloth used is just as important as the filter press. We are in a position to supply filter paper or filter cloth, especially woven for filter press work, at very close prices. Ask us to quote on your filter cloth requirements.*

**Filter Presses**

H

THE Best Values  
are to be had from  
a dependable Special  
ist in Metal Boxes.

I am *the* pioneer in  
furnishing Metal Boxes  
for Compacts to the  
Trade.

**H. L. HEITER**

200 Fifth Avenue  
Phone Gramercy 3221  
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## Send for This Package of Seals

COMPARE the  
high grade work-  
manship and the artistic  
designs of our gold  
seals with what you  
are now using.

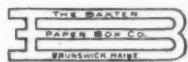
We specialize in the  
creation of distinctive  
seals which harmonize  
with your package,  
compel attention and  
create a desire for  
possession.

A small package  
containing samples of  
what we have been  
able to do for others  
cheerfully sent on request.



*The Best Materials and Work-  
manship in Paper Box  
Construction*

SERVICE



QUALITY

BUY BAXTER BOXES BECAUSE BEST

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SEALS**

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Kindly send me a sample package  
of your seals.

Name .....

Address .....

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THE STANDARD METHOD OF  
DEGLYCERINIZING  
THROUGHOUT THE WORLD

### Kontakt Saponifier

FOR HIGH GRADE FATS

### Kontakt D. P. Saponifier

FOR LOW GRADE FATS

### The Twitchell Process Co.

CINCINNATI, OHIO

## ROUGE and FACE POWDER COMPACTS

Lip Sticks, Nail Polish  
Cosmetique, Eyebrow Pencils



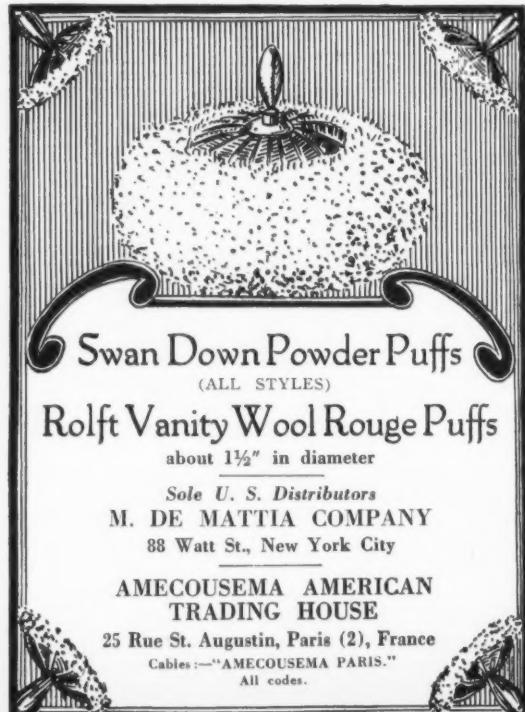
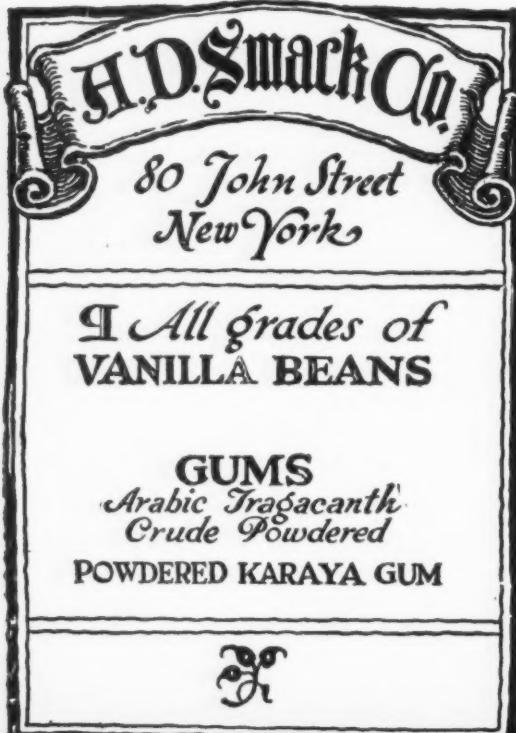
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134 S. Clinton St.

Chicago

Compact Specialists

PRIVATE BRANDS EXCLUSIVELY  
PROMPT SERVICE—IMMEDIATE DELIVERIES





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Agents for

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ROSE CENTIFOLIA—JASMIN WHITE "E." ETC.

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Methylantranilate — Acetophenone — Chlorophyll

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WOLL WAESCHEREI & KAEMMEREI Hannover  
"Golden Fleece" Lanoline.

## CLARENCE MORGAN & COMPANY

SPERMACETI WAX  
WHITE WAX PURE  
KAOLIN BOLTED  
CHALK PRECIP.  
ZINC OXIDE  
ZINC STEARATE

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**CHICAGO**  
SUPERIOR 8870

# LILAC

## FOR YOUR PARTICULAR REQUIREMENTS

We make a specific Lilac for every product.

Our prices are designed to meet your requirements.

Read our list. Select one or two that you could use.

Let us send you samples.

**Alex-Lilac No. 3, \$2.50 lb.** Can be used successfully as a Lilac base.

**Alex-Lilac No. 2, 3.50 lb.** Blends perfectly with higher grades of Lilac.

**Alex-Lilac No. 12, 3.00 lb.** For all inexpensive Lilac preparations, Creams, Toilet Waters, Powders, Lotions, etc.

**Alex-Lilac No. 11, 4.00 lb.** For all inexpensive Lilac Preparations, Creams, Toilet Waters, Powders, Lotions, etc.

**Alex-Lilac No. 1, 14.00 lb.** A high quality Lilac at a moderate price. For use in Toilet Waters as well as Creams.

**Alex-Lilac No. 50, 18.00 lb.** Made especially for Barbers' Supply Houses and others using alcohol Formula 39-A.

**Alex-Lilac No. 23, 26.00 lb.** Particularly desirable in all Perfumes and like preparations.

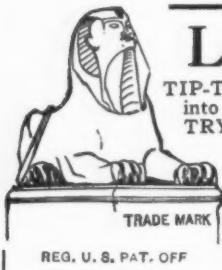
**Alex-Lilac Lily May, 30.00 lb.** A rich natural odor which stands out prominently and is very lasting.

**Alex-Lilac Extra, 36.00 lb.** Different from the ordinary kind. Has a very distinctive and delicate odor.

Write for samples and our complete price list of Synthetic Flower Oils.

## Alex. Fries & Bro.

312-314-316 E. 2nd St.      Cincinnati, Ohio  
Established 70 Years



## Labeling Pastes

TIP-TOP WHEAT PASTE POWDER. Made into a Paste with Cold, Hot or Boiling Water. TRY IT.

SPHINX PASTE—For high grade labels to glass or paper.

TINNOL—For plain or lacquered tins.

MACHINE GUM—For wood or pasteboard.

CONDENSED PASTE POWDER—1 lb. makes 2 gallons snow white paste for general pasting purposes.

For further particulars write

**The Arabol Mfg. Co. 110 EAST 42nd STREET New York**

## Glyzzerol B

A SUBSTITUTE

FOR

## C. P. GLYCERINE



KAZANLIK

## ROSOVA BANKA

SOFIA

OTTO of ROSE

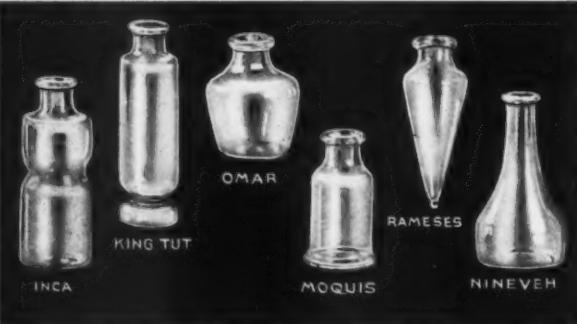
UNIFORM — PURE — FRAGRANT

SAMPLES AND PRICES GLADLY FURNISHED ON REQUEST

DELEGATE TO THE U. S.

N. D. SMILOFF

Telephone  
Chelsea 2809



*Unique Miniature*

## Perfume Vials

capacities  
1 to 10 cc

*Full set of samples  
on request.*

**Glass Products Co.**  
Vineland, N. J.

## "A" QUALITY MIRRORS

MIRRORS FOR VANITY  
CASES, COMPACTS AND  
ADVERTISING  
NOVELTIES

**NEW YORK MIRROR WORKS**

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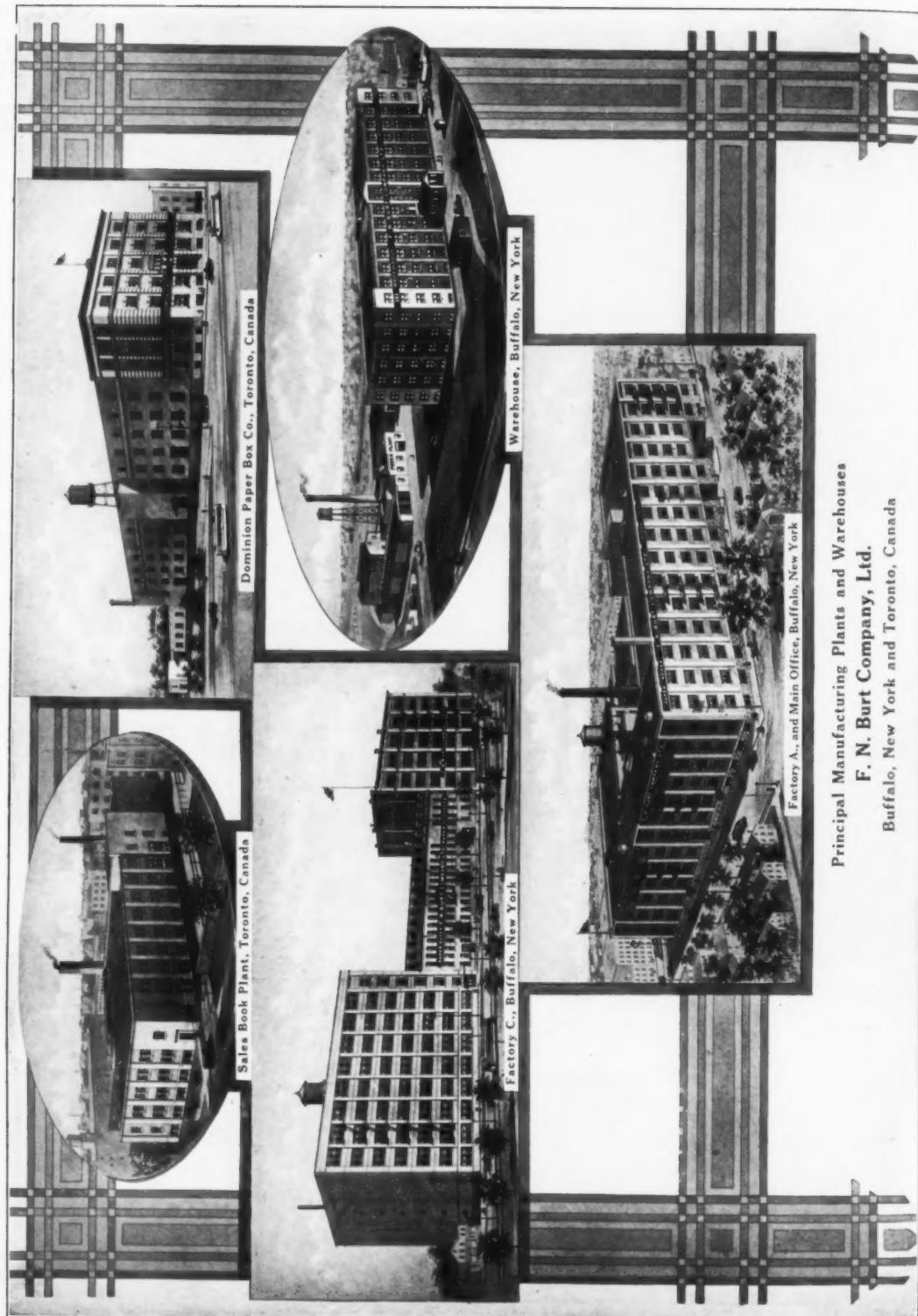
OUR  
MIRRORS  
ARE GUARANTEED  
DELIVERIES PROMPT.  
WE WILL GLADLY SUBMIT  
SAMPLES AND PRICES.

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**F·N·Burt Company Ltd.**  
SPECIALISTS IN  
**Small, Fine  
Paper Boxes**



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Principal Manufacturing Plants and Warehouses  
F. N. Burt Company, Ltd.  
Buffalo, New York and Toronto, Canada

Quality  
Quality  
Quality  
and  
Service  
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OXZYN COMPANY

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New York City

*Originators of NATURAL ROUGE for  
Brunettes, Blondes and Olivettes.*

Lip Rouge :: Cosmetique :: Eye Brow Pencils

Complete Packages  
Under Your Own Name

We make all the staple  
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powder compacts (in all  
colors) and similar spe-  
cialties.

Write us about special  
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NEW YORK

THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1851



*Specialties*

Pure White Sun Bleached Beeswax  
Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun  
Bleached Beeswax. Guaranteed un-  
der Food and Drug Act, June 30, 1906.  
Serial No. 4068.

*Write for samples*

Long Distance Tel. Lambert 8183



# GLASS VIALS



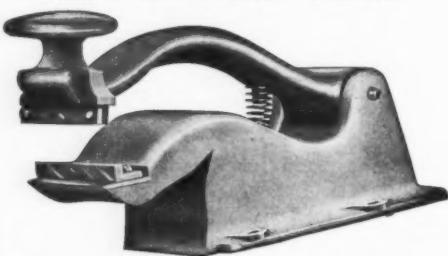
Automatic Machine Made, Are Uniform in Capacity, Corkage, Height and Width

*Especially Adapted for the Perfume Trade*

## KIMBLE GLASS COMPANY

VINELAND, N. J. CHICAGO, ILL. NEW YORK, N. Y.

THE BEST  
HAND POWER MACHINE MADE



THE "STANDARD" TUBE CLOSING MACHINE

## COLLAPSIBLE TUBES

(ALL SIZES)

Plain and Decorated

Special Tubes for Catarrh and Eye Remedies, Pile Pipes, etc.

STANDARD SPECIALTY AND TUBE CO.

NEW BRIGHTON, PA.

TRADE



MARK

## CAPSTONE LIQUID SOAP BASE

(GUARANTEED 80% ANHYDROUS)

MADE FROM REFINED COCONUT OIL

MAKES A WONDERFUL SHAMPOO—ODORLESS—NEUTRAL

*Write for Sample and Prices*

CAPSTONE MANUFACTURING CO. Plum Point Lane Newark, N. J.

All Milk  
Rolling Massage Cream

Cold Cream and Greaseless Cream  
Vegetale Rolling Cream, Lemon Cream

BEST QUALITY—BETTER PRICE

*Send for price list.*

AMERICAN PERFUMERY CO.  
188 Grand St.

New York, N. Y.

*Established 1835*

## Webb's Alcohol Warranted U. S. P. 190 Proof

COLOGNE SPIRITS

Denatured Alcohol—All Formulas

James A. Webb & Son

INCORPORATED

110 East 42nd Street  
Phone—Vanderbilt 3600

N. Y. City

## Headquarters

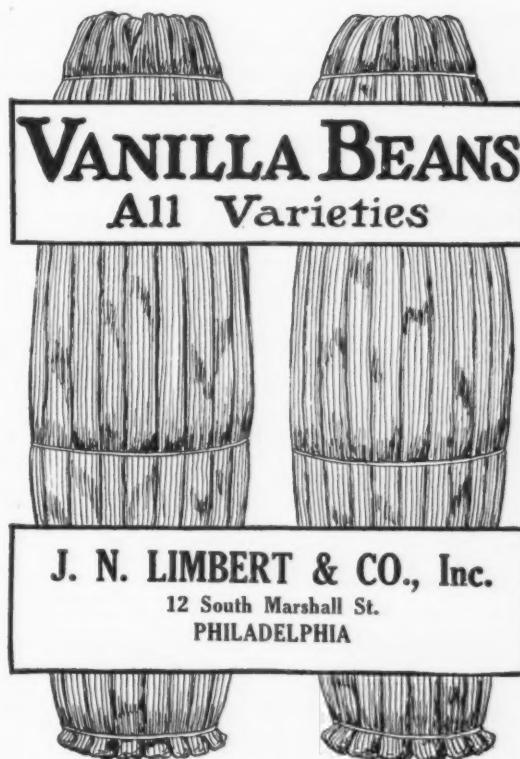
Beeswax  
Witch Hazel  
Stearate of Zinc  
Magnesia Carbonate

*Inquiries solicited.*

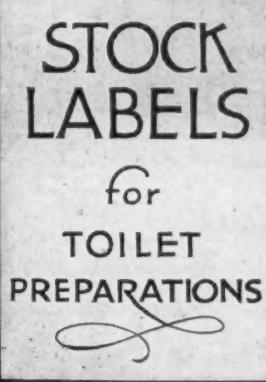
## A.C. Drury & Co.

*Waxes, Gums, Heavy Chemicals,  
Drugs, Essential Oils Etc.*

420 Rush Street  
Chicago, Illinois

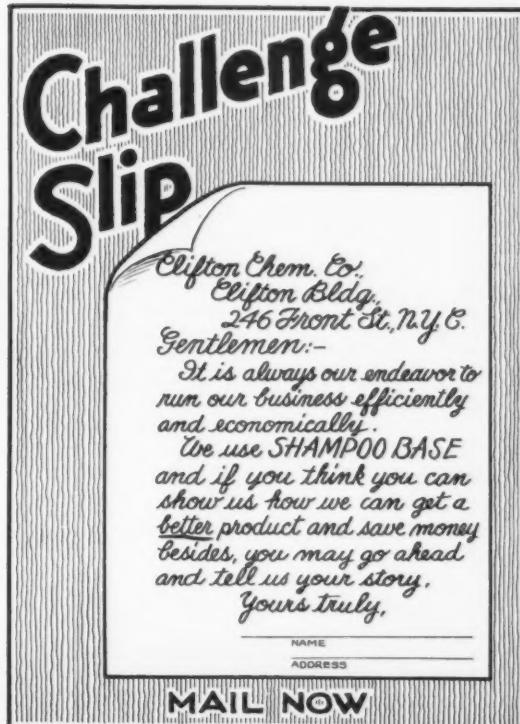


J. N. LIMBERT & CO., Inc.  
12 South Marshall St.  
PHILADELPHIA



SAMPLES SENT  
ON REQUEST

THE QUALITY LABEL COMPANY  
120 WEST 32nd STREET  
NEW YORK



MAIL NOW

**HEMINWAY SILKS**

*An Exquisite Final Touch!*

MUCH of the attention- and sales-value of toilet products depends on their artistic appearance. Note the final touch of richness that The Melba Mfg. Co. have added to their product (here illustrated), by tying it with Heminway Package Silks. Made to match any shade of packing; for general use as well as for perfumes. Samples of five different qualities gladly sent on request.

THE H.K.H. SILK COMPANY of N. Y., Inc.  
120 E. 18th Street, N. Y. City  
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#### Business for Sale

Toilet goods business selling mainly to department stores. Cash receipts for 1922 over twenty-two thousand. Receipts for corresponding months 1923 much larger. Situated in central New York State. Growing business, clean inventory, attractive line. Reason for selling, other business. Address B. O. No. 1154, care of this journal.

Manufacturers interested in business in Mexico, and in avoiding the duty of \$1.10 U. S. Cy. imposed on each pound of finished perfumed toilet articles for the sake of placing products within reach of general public while retaining usual profit, will address G. B. Schirmacher, P. O. Box 144, Monterrey, Mexico.

Wintergreen Leaf Oil (gaultheria) and natural oil of sweet birch, direct from manufacturer of twenty-five years' experience. We distill these oils and we know what the word QUALITY means. Correspondence solicited. T. J. Ray, Newland, N. C.

Exclusive agency offered to well established United States firm by old established Grasse firm in exchange for peppermint oil agency. Address B. O. No. 1155, care of this journal.

(Continued on page 132)

*Another*

**L. A. Van Dyk "Floriol"**

Locust Blossom V. D. for greaseless cream

To the manufacturers of high quality creams I offer this fascinating Locust Odor. 4 to 6 ounces to the 100 lbs. of cream.

Trial ounce \$1.60.      Pound \$24.00.

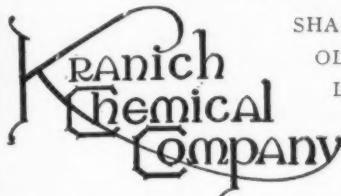
*Let me mail you a sample.*

**L. A. VAN DYK**  
Manufacturing Chemist

110 West 14th Street  
New York

1114 State - Lake Bldg.  
Chicago

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SHAMPOO BASE SOAP	SURGICAL GREEN SOAP U.S.P.
OLIVE OIL BASE SOAP	SHAVING CREAM
LIQUID SHAMPOO	SOFT POTASH SOAPS
SHAMPOO PASTE	AUTOMOBILE SOAP
LIQUID TOILET SOAP	CASTILE SOAP U. S. P.
WHITE FLOATING SOAP	BARS AND POWDERED

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Have given the trade the utmost in satisfaction for nearly 40 years. Selection of the highest types in raw materials combined with formulas of long proven merit and skillful specialists enable us to supply products of a very superior quality. We invite your inquiries on any of the following in which you may be interested.

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Also a large line of especially high grade preparations for Beauty Parlors.

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Distinctive Designs for  
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Your Classification Is Correct*

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SAMPLES AND GET THE NEWEST WITHOUT OBLIGATION.

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117 N. SEVENTH STREET PHILADELPHIA

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Samples  
and  
Quotations  
on  
Request

### For Your Compact

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For Sale—A perfect formula for facial clay. Will submit samples and give qualifications upon request. Address B. O. No. 1162, care of this journal.

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(Continued on page 134)

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*f*or PERFUMERS  
FLAVORING EXTRACT MFRS.  
AND MANUFACTURING CHEMISTS

Absolutely Pure, Odorless and  
Supplied in all Formulas

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OF SPECIALLY DENATURED FORMULAS ON  
REQUEST.

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We are not large advertisers—you get the benefit in prices

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ESTABLISHED 1858



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STEARIC ACID  
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DELIVERED RIGHT**

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246 TO 250 SO. FIRST STREET  
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SHAMPOO BASE  
LIQUID SHAMPOO  
LIQUID TOILET SOAP  
SURGICAL GREEN SOAP  
SHAMPOO PASTE

POWDERED SOAP  
U. S. P. CASTILE BARS &  
POWDERED  
SHAVING POWDER & CREAM  
TOILET AND BATH SOAPS

(Continued from page 132)

## HELP WANTED

Western representative wanted, thoroughly experienced to sell well known line of lipstick containers to the manufacturing trade on a commission basis. Apply by letter direct to De Luxe Art Metal Corp., 1123 Broadway, New York City.

Salesman—experienced in aromatic chemical and synthetic flower oils field, to sell, for an established manufacturing concern, a well advertised line of very fine products. Opportunity to assume charge of sales department. Address H. W. No. 1161, care of this journal.

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Buy Your  
Compact  
Again



"REPEAT" business comes from quality. Your compacts contain quality articles. They look quality. Then why not complete them with quality powder puffs?

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They cost no more—but will make women ask for your compacts by name.—Send for Samples.

*Rock Bottom Prices*

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Information Department



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**PRECIPITATED CHALK**

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produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up—therefore, always ready for use.

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GREATEST VALUE FOR THE PRICE

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SHAMPOO BASE SOAP  
SHAMPOO PASTE  
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WRITE FOR SAMPLES AND PRICES

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TUBE CLIPS  
FOR COLLAPSIBLE TUBES

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Send for our catalogue fully illustrating our full line.

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Superior to  
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HENASOAP SHAMPOO gives a rich, creamy lather, cleanses the scalp—gives a glint to the hair and makes satisfied customers

HENASOAP SHAMPOO is sold to manufacturers only

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100 WILLIAM STREET

IMPORTING DRUG MERCHANTS

NEW YORK CITY

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*for*

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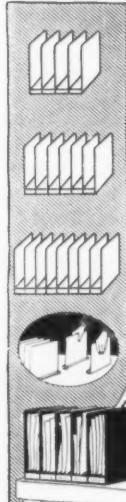
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*Manufacturers of*  
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Cocoanut Oil Base-Shampoo  
Soaps**

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WE ARE BOTH LOSING MONEY.**



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